

Geographical Association Privacy Policy

The Geographical Association (GA) understands the importance of maintaining and protecting your privacy. This policy sets out how, when and why we collect your personal information, when we may disclose it to third parties and how we keep it secure.

How we collect your personal information

When you engage in certain activities on this website, such as purchasing a resource, registering for an event, applying to become a member, subscribing to a newsletter, making a donation or downloading materials, we may ask you to provide personal information by filling in an online or downloadable offline form. The personal information we collect may include your name, address, email address, telephone number, IP address and usage data for the GA website.

How we use your personal information

We may use your information for the following purposes:

- (a) to process financial transactions e.g. online shop purchases, event registrations or donations
- (b) to send communications that you have either subscribed to and/or that may be of interest to you
- (c) to ask for your views or comments on services provided by the GA
- (d) for charitable fundraising purposes.

The information you provide will be kept confidential and will be used to support your relationship with the GA. We will hold personal information on our secure systems for as long as is necessary for the relevant activity. As a minimum we will always provide you with the opportunity to opt out of receiving direct marketing from the GA and where applicable we will follow legal requirements, such as allowing you to opt in before receiving any unsolicited contact.

Who else has access to your information?

We will not share, sell or rent your information to third parties for marketing purposes. We do however work closely with a number of other organisations who perform a variety of functions on our behalf. Examples include processing debit/credit card payments (via secure third-party payment processors) and sending postal mail and email (via specialist mailing houses). In such cases, these third-party organisations are only provided with the personal information that is necessary to perform their task and they may not use it for any other purpose. With the exception of these examples, your personal information will only be released by the GA to a third party if we believe that this is necessary to comply with the law.

How we keep your information secure

In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and management procedures to safeguard and secure the information that we collect both online and offline. With regard to online security the GA website is protected by an SSL security certificate, which means that when you are on a secure page a lock icon will appear on the bottom of your web browser. Furthermore, all financial transactions on the GA website, including donations, are handled by third party payment processors specialising in the secure online capture and

processing of debit/credit card transactions. Your payment card information will never actually be held on the GA website.

Website cookies and links

We use information that we hold about you to monitor the use of the site and to keep records of traffic flows to the site. This may be by using a "cookie", a small piece of information stored on your computer's hard drive by your browser. The cookies that we use contain no personal information that could be used to identify you. It is possible to configure your browser so that cookies are not used automatically, but this may prevent you from having the benefit of some of the site's features. Further details of the GA website's cookie policy can be found [here](#). This site includes links to other sites which we consider may be of interest to you. We cannot and have not reviewed all of the sites linked to this site and cannot be liable for their content. Users link to other sites at their own risk and use such sites according to the terms and conditions of use of such sites.

Bases for data processing

Most personal data processing for GA members and non-member customers is lawful on the basis that it is being performed contractually and in such cases we will only use your personal information to administer your account and to provide the products and services you have requested from us. However, where there is a separate marketing element e.g. for the GA e-newsletter sign up, the legal basis will usually be one of consent and where this is the case consent will be obtained via the use of an opt-in tick box. There may also be some occasions when a legitimate interests basis will apply for GA data processing using your personal information e.g. where we use your purchase history or location to tailor our marketing of information and/or offers that we believe you will have a genuine interest in.

By using the GA website, you consent to the collection and use of your information as described in this policy. Questions, comments and requests regarding this policy are welcomed and may be sent to info@geography.org.uk or addressed to the Geographical Association, 160 Solly Street, Sheffield S1 4BF. This privacy policy should be read in conjunction with the [GA's data protection and use policy](#).