



Privacy Policy

This policy applies on and from 25 May 2018

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1: Protecting your personal details

You will probably have heard from several sources that, with effect from 25 May 2018, every organisation holding personal data of other members, associates or participants in events, etc. (name, addresses, phone numbers, emails, etc.) must ensure that those people have the right to remove that data from their records.

We share data supplied to us by **IAM RoadSmart** for example when you enrol for a course. This data is agreed between you and **IAM RoadSmart**

In our case, we safeguard your information with the same high level of care we take of you when on observed drives in your car.

We never have, nor ever shall, send you any information not related to improving safer driving, nor share your information with any third party outside the **IAM RoadSmart** organisation.

Please put your mind at rest by reading through this policy statement.

Then, if you are happy with the ways that we contact you, we thank you for your interest and support. Your data will be secure and you simply need to [click this](#) to continue as before.

Or, if you prefer to discontinue the services we provide, we shall be sorry to see you go. Please [click this](#) and we shall then delete your details from our mailing list and cancel your subscription to the Quarterly Magazine.

However, before you do, please reassure yourself that we are an ethically responsible organisation, whose only purpose is to help drivers to become safer on the road.

2: Why is this Privacy Policy important to you?

Herefordshire Advanced Drivers are committed to protecting your personal information, being transparent about what data we hold and giving you control over how we use it.

The purpose of this privacy policy is to give you a clear explanation about how we use the personal information you provide.



3: Who are Herefordshire Advanced Drivers?

Herefordshire Advanced Drivers is a local Road Safety Charity affiliated to the IAM (Institute of Advanced Motorists). We are official providers of the **IAM RoadSmart Advanced Driver** course.

Established in 1965, we are a Group of unpaid volunteers, dedicated to improving Road Safety for all road users throughout Herefordshire.

Our Group comprises a Committee leading a team of qualified National and Local Observers who are assigned to accompany Associates and our Members on observed drives in their own cars to assist with their training by giving them practical, friendly, supportive advice upon which they can progress to whichever level they wish to attain.

We also run presentations to local groups, tailored to their requirements, but within **IAM RoadSmart** guidelines.

4: How do we keep your data safe?

Herefordshire Advanced Drivers are committed to keeping your personal data safe and secure and handling it in accordance with our legal obligations.

This Privacy Policy sets out in detail the purposes for which we process your personal data, who we share it with, what rights you have in relation to that data and everything else we think it's important for you to know.

Additionally, your digital details are protected online by 2-level Security Socket Layer and a strong password online, given only to authorised people within our organisation. All printed forms, etc., is stored in a lockable filing cabinet by the Group Data Controller or his/her nominee.

5: What data do we collect and how do we obtain it?

We collect some data directly from you when you attend an event, so that we can keep in touch with you about similar events. This data includes:

- your full name
- your email address
- your telephone/mobile number
- your postcode and address
- your date of birth

We do not retrieve any personal data from the current website www.advanced-drivers.org.uk, nor from its predecessors www.iam-herefordshire.org.uk and herefordshire-advanced-motorists.org.uk

6: How do we use your details?

Improving our services

We obtain data from forms completed between, during and after events, so that we can understand more accurately your opinions (positive and negative) and take whatever steps are indicated to improve the content and delivery of such events.

Marketing and advertising

Because we are not public-funded, we rely on income from events, donors and sponsors, although these are entirely voluntary and not actively sought



We use such data to address Newsletters and emails to those wishing to use our services, with the proviso that recipients may opt out of/unsubscribe from receiving these which, from 25 May 2018, shall be followed promptly by data being removed/destroyed.

7: With whom do we share your data?

Your information is shared between **IAM RoadSmart** and us solely to administer membership activities. We never have, nor ever shall, share your information with any third party outside the **IAM RoadSmart** organisation

8: Who is in control of your details?

It is important that you understand who is responsible for keeping your data safe. We have been nominated the "controller" of all personal details collected and used for the purposes of providing advice on better, safer driving and for ensuring that your data is handled responsibly, legally and safely.

We have appointed a Data Protection Controller (DPC) who has ultimate responsibility within Herefordshire Advanced Drivers for making sure that your data is treated in accordance with this Privacy Policy and the law.

9: Who do I contact Herefordshire Advanced Drivers if I have a question about privacy issues?

If you have any questions or concerns about privacy issues, you may contact us by:

- Clicking the link on our "Members" page: <https://advanced-drivers.org.uk/members.htm>
- Email: dataprotection@advanced-drivers.org.uk

Data Protection Controller
Herefordshire Advanced Drivers
Registered Charity no. 049679