

## AIMH UK PRIVACY POLICY

### Who we are

AIMH UK, established in 1996 as an affiliate of the World Association for Infant Mental Health (WAIMH), is an interdisciplinary, not-for-profit organization, promoting understanding about infant mental health (IMH). AIMH's primary function is to support the UK community of infant mental health practitioners to come together and learn from each other, and to contribute to the raising of standards of practice in the field of IMH.

### Our registered address is:

27 Old Gloucester Street, London, WC1 3AX, United Kingdom.

Our website: <https://aimh.uk>

**AIMH UK Data Controller**, responsible for GDPR compliance within AIMH UK:  
Professor Jane Barlow (Chair, AIMH UK)

Email: [info@aimh.uk](mailto:info@aimh.uk)

### Welcome to our Privacy Policy

This document explains what we do with the personal information that you provide as part of your membership of AIMH UK. If you have not already done so, please read our *Terms and Conditions* before reading this Privacy Policy.

This *Privacy Policy* applies only to our website and not to any other company, individual, organisation or website that you may reach via a link from our website.

If you would like any further information about the content of this *Privacy Policy*, please contact us at: [info@aimh.uk](mailto:info@aimh.uk)

Please also refer to our *Terms and Conditions*:

<https://aimh.uk/register/terms-conditions/>

### What data we collect and why we collect it

#### **Registration Information**

AIMH UK collects personal membership data, which you provide to us, that enables you to benefit as a user of this website.

We may contact you from time to time to let you know about our services, which may include sending you newsletters and news about events that you may be of interest to you. You can elect not to receive such marketing material at any time by emailing [info@aimh.uk](mailto:info@aimh.uk)

Although certain areas of our website are made available to all visitors, before you can use the website in full, and to gain access to online resources, you will need to register your details with us, in accordance with the AIMH membership registration form.

### Intellectual property

All information on the AIMH UK website including videos and photos (except where delivered by external sources through a link) are, and remain, the intellectual property of AIMH UK. Where there is a downloadable content, this is indicated; the use of any other material from the website should be authorized before use.

## Data about visitors to our website

We also collect data about the visitors to our website using Google Analytics. This records what pages people view within our site, how people arrived at our site, and some basic information about their device/computer and browser, and the country they are accessing the website from. All of this information is anonymous – so we don't know who you are; just that somebody visited our site.

The information we collect from these analytics is used to help us make the website better, by identifying which parts of our site people are using the most, how people arrive at our site, whether there are problems, and so on.

## Your consent

Your use of our website signifies your consent to us collecting and using personal information about you in accordance with this *Privacy Policy*.

Should we choose to change our *Privacy Policy* for any reason, the changes will be posted here, so that you are always kept informed of how we collect and use your personal information, and when we may disclose it.

You have the right to request a copy of the data held by the AIMH UK, and we will respond quickly and without charge. You can also ask for data to be corrected or to be deleted, as long as that does not interfere with AIMH UK's ability to manage your membership.

If you cancel your membership, or do not renew it, your personal data will be deleted within 2 months.

## Keeping your data safe

The information that you provide to us voluntarily as part of the registration process will be kept in accordance with the GDPR requirements regarding the storage of personal data: <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/>.

SiteGround provides the technology on which our website runs, and holds and maintains the databases in which data about our users is contained.

AIMH UK will only use data you provide to the extent necessary to enable us to operate the website. Whilst AIMH UK takes great care to ensure that all confidential information remains protected, in our offices, on our computers, and on our website, inevitably we cannot guarantee the security of data sent over the Internet.

We take many precautions to prevent the loss, misuse or alteration of your personal information. These precautions include those listed below

### **Technical systems procedures**

- Minimization of data collected to only what is necessary and justifiable
- Up-to-date software
- Constant security monitoring of the website
- Website database is backed up daily
- Whole system back-ups are carried out at least weekly
- Use of SSL encryption for all page content and any data collected
- All access to information restricted by password and/or secure key
- Forcing the use of strong passwords by all members
- Requiring usernames to include 3 numbers, not just names
- Limit on the number of failed logins before lockout, to prevent attack
- Restrictions to what information can be accessed by each person.

**Staff practice/organisation procedures**

- staff only have access to the personal data they need to carry out their role
- we provide staff training in safe data storage and processing
- we have in place internal reporting systems to ensure oversight of data storage and processing
- all paperwork is stored in a locked cabinet
- we force the use of strong passwords on all AIMH UK devices
- when staff work off-site, they ensure data security, including two-factor authentication when using mobile devices
- we ask members regularly to let us know if they change their address or other contact details
- we use templates and consistent filenames for all electronic documents; for example, to ensure that the most up-to-date documents are readily identifiable, and correct documents are sent via email within AIMH UK.

**Precautions you need to take**

Once you have been registered as a user of this site, you are responsible for creating a password that others cannot guess or easily remember, which you have not used elsewhere. You are responsible for keeping your password and user details confidential. AIMH UK will never ask you for your password, so please don't trust anybody who asks you for it. Please do not leave your computer logged in unless you are with it.

As part of your membership of AIMH UK we will send you email notifications (such as newsletters or notifications). We ask you to opt in voluntarily. You have the right to opt out of any of this communication at any time.

**Data breach**

In the event of a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data, AIMH UK will promptly assess the risk to people's rights and freedoms, and if appropriate report this breach to the ICO:

<https://ico.org.uk/for-organisations/report-a-breach/>

**When do we share your information with other people?**

Apart from the entities that are involved in helping us to run our website, we do not share your information with any third parties. The entities that help us to run our site are:

We also use the following payment processing services:

- PayPal
- STRIPE
- Eventbrite.

In order to buy tickets for from our website, you will need to comply with the terms of the above payment processing services. We will share information with these entities only to the extent necessary for the purposes of processing and receiving payments you make via our website.

We reserve the right to access and disclose individually identifiable information in the following circumstances:

- I. to comply with applicable laws and government requests
- II. to be able to operate our systems properly, or
- III. to protect ourselves or our users.

## **Cookies**

AIMH UK does not use cookies to target advertisements to you, or any of the other widely used commercial purposes. We are a professional organisation, and a charity, and our cookies are solely about ensuring and improving the performance of our website.

Cookies are small files of information which are stored on your computer. For example, they enable you to log in, and stay logged in when you shift between pages. Websites you visit ask your computer to store this information, and retrieve the information from your computer so that they can keep track of things such as other websites you visit, or how you navigate our website, or other files which provide you with website.

For more information about what cookies are and how they work, you may wish to visit <https://www.allaboutcookies.org/>

On revisiting our website or in using the files, our computer server will recognise the cookie and give us information about your use of the website. It is helpful for AIMH UK to know if people come back to the website, come often, stay for a while, or not. Most browsers accept cookies automatically, but usually you can alter the settings of your browser to prevent automatic acceptance. If you choose not to receive cookies, you may still use the website but you may find that the website may not function properly, or is slower than when you allow a cookie to be installed on your machine.

If you visit our login page, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser.

When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select "Remember Me", your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

If you edit or publish an article, an additional cookie will be saved in your browser. This cookie includes no personal data and simply indicates the post ID of the article you just edited. It expires after 1 day.

## **Embedded Content from Other Websites**

Content on this site may include embedded content (e.g. videos, images, articles, etc). Embedded content from other websites behaves in the exact same way as if the visitor has visited the originating website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

## **Adverts and Sponsored Links**

This website does not contain any sponsored links or adverts.

## **Downloads and Media Files**

Any downloadable documents, files or media made available on this website are provided to you at your own risk. While all precautions have been undertaken to ensure that only genuine downloads are available, you are advised to verify their authenticity using third party anti-virus software or similar applications.

We accept no responsibility for third party downloads, and downloads provided by external third party websites. We advise you to verify their authenticity using third party anti-virus software or similar applications.

If you upload images to the website, you must adhere to copyright legislation. Avoid uploading images with embedded location data (EXIF GPS). You must also ensure that if you upload images of people, that you have their written consent, or have purchased the license to use the photograph.

### **Data finding**

We make use of various third party APIs on this website in order to accomplish certain tasks. For example, we use the MailChimp API to process mailing list subscriptions.

### **How to contact us**

If you want to change any personal information you have provided to AIMH UK, please contact us at [info@aimh.uk](mailto:info@aimh.uk)

### **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at [info@aimh.uk](mailto:info@aimh.uk)

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>