



## Privacy Policy

### Scope of This Policy

This policy, together with our website terms and conditions, applies to your use of:

- The Association of Apprentices website
- The Association's two features, AoA Connect and AoA Learn whether accessed through a web browser or the apps downloaded on to your mobile device

This policy sets the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

### Information we collect from you

Your personal information is the information that identifies you – like your name, address or other contact or personal details. We collect your personal information so the Association of Apprentices can carry out its functions. This includes providing you with relevant information either directly, via the Association of Apprentices website, the AoA Connect and AoA Learn platforms and apps, or any services, events and support materials.

We will collect and process the following data about you:

#### *Information you give us (submitted information):*

- This is information you give us about yourself by filling in forms on the Association's website and/or apps, or by corresponding with us (e.g. by email or phone). It includes the information you provide when you register to become a member, post on AoA Connect or make use of AoA Learn. If you contact us, we will keep a record of that correspondence. The information you give us will include your name, address, email, phone number, age, gender, apprenticeship and employment details, username, password and other registration information, financial and credit card information and your photograph.

#### *Information we collect about you and your device:*

- Each time you visit one of our sites or use our apps we will automatically collect the following information:
  - Technical information, including the type of mobile device you use, a unique device identifier, mobile network information, your mobile operating system, and the type of mobile browser you use
  - Details of your use of either of our apps or your visits to any of our websites and the resources that you access
  - Information we receive from other sources. We will receive information about you if you use any of the services we provide. We are working closely with third parties (including the providers that power our two features, AoA Connect and AoA Learn) and will receive information about you from them.

### Cookies

We use cookies to distinguish you from other users of our websites and/or apps. This helps us to provide you with a good experience when you use our apps or browse our websites. It also helps us to improve functionality and speed up processing times.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website to tailor it to customer needs.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. This may prevent you from taking full advantage of our services.

## **How We Use Your Personal Information**

When you use the Association of Apprentices' services, we collect your personal information for the following purposes:

- To enable delivery of the services offered and requested, including events
- To help us improve our products and services
- To notify you about changes to our service
- To ensure that content from our sites is presented in the most effective manner for you and your computer or device

In addition, if you give your consent, we will collect your personal information:

- To enable us to monitor our performance against our equality and diversity objectives, and/or;
- For marketing purposes: newsletters/events and subscription to mailing services we believe are relevant to you.

We use information about you in the following ways:

- To administer our websites and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes
- To improve our websites and services to ensure that content is presented in the most effective manner for you and your device/computer
- To allow you to participate in any interactive features of our service when you choose to do so
- As part of our efforts to keep our sites and apps safe and secure
- To make suggestions and recommendations to you and other users of our sites about services that may interest you or them
- For research purposes carried out internally or by trusted third parties.

If you choose not to allow us to retain this additional information, you will not be able to receive our services. If at any stage you wish to have your personal data removed from our records, you may request this. We will then respond to requests to remove data and acknowledge this. If you wish to withdraw your consent for us to hold your personal data please submit your request to [members@associationofapprentices.org.uk](mailto:members@associationofapprentices.org.uk).

## **Who we share your personal information with**

We will share your membership ID, first name, last name and email address with the below third parties in order to service your membership. We do not share your personal information with third parties for commercial purposes.

The two third parties that we will share your membership ID, first name, last name and email address with are:

- Mighty Networks (<https://www.mightynetworks.com/>) which powers AoA Connect. When you access AoA Connect, the details listed above will be passed through their systems. For further information please see Mighty Networks' [privacy policy](#) and [terms of use](#).
- Abintegro (<https://www.abintegro.com/>) which powers AoA Learn. When you access AoA Learn, the details listed above will be passed through their systems. For further information please see Abintegro's [privacy policy](#) and [terms of use](#).

As apprentice membership of the Association of Apprentices is free thanks to corporate membership from employers, training providers and other membership bodies, if your employer, training provider, or membership body is a corporate member of the Association of Apprentices, we could share the following information about you with them:

- First name
- Last name
- Email address
- Activation date and last visit date for AoA Connect
- Activation date and last visit date for AoA Learn
- Member registration date and last visit to the AoA Membership Platform

In addition to the above, if you choose to allow us, we will share your personal information with carefully selected partner organisations in order to provide additional services or marketing. You can choose to grant or remove this permission at any time by changing your profile setting in the members' area of our website, or by emailing [members@associationofapprentices.org.uk](mailto:members@associationofapprentices.org.uk).

There may be occasions when we are legally required to share information with statutory agencies such as the Police, Local Authorities, Courts or HMRC. This may be in relation to educational statistics, safeguarding risks, criminal or civil proceedings or fraud. Information can be shared without your consent in these circumstances.

### **Where we Store your Personal Data**

The information you provide to us is stored on secure servers held in the European Economic Area (our website, member database and AoA Learn feature powered by Abintegro) or in the United States of America (our AoA Connect feature, powered by Mighty Networks). It will also be processed by staff operating within the EEA or USA who work for us or for one of our suppliers. These staff may be engaged in the fulfilment of your request, order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our websites and services, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our websites, apps or services; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

### **Your Individual Rights**

The law gives you certain rights with regards to your data.

You can request a copy of any personal information that the Association of Apprentices holds on you by submitting your request to [members@associationofapprentices.org.uk](mailto:members@associationofapprentices.org.uk).

You have the right to question any information we have about you that you think is wrong or incomplete. Please contact us if you want to do this at:  
[members@associationofapprentices.org.uk](mailto:members@associationofapprentices.org.uk).

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at [members@associationofapprentices.org.uk](mailto:members@associationofapprentices.org.uk).

Our websites and apps may, from time to time, contain links to and from the websites of our partner networks and affiliates (including, but not limited to, websites on which our services and/or apps are advertised). If you follow a link to any of these websites, please note that these websites and any services that may be accessible through them have their own privacy policies and that we do not accept any responsibility or liability for these policies or for any personal data that may be collected through these websites or services, such as contact and location data. Please check these policies before you submit any personal data to these websites or use these services.

The Data Protection Act 1998 gives you the right to access information held about you. Your right of access can be exercised in accordance with that Act.

### **Changes to Privacy Policy**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by email. The new terms may be displayed on-screen and you may be required to read and accept them to continue your use of our services and/or apps.

### **Contact**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to: [members@associationofapprentices.org.uk](mailto:members@associationofapprentices.org.uk).

If you have any complaints regarding the way that the Association has handled your personal data, then you may contact the Information Commissioner's Office at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
Telephone: 0303 123 1113  
<https://ico.org.uk/>

This Notice was last updated on 1<sup>st</sup> April 2023.