

Privacy notice for the BMA Information Fund

Introduction

Welcome to the British Medical Association's privacy notice for the Information Fund (IF).

The British Medical Association (**BMA**) respects your privacy and is committed to protecting your personal data. This privacy notice together with the BMA's [privacy policy](#) and our IF application form will inform you as to how and why we collect, use and share your personal data and will tell you about your privacy rights, how the law protects you and how to contact us.

If your application includes personal information about other members of your organisation, please ensure that you share this privacy notice with them.

Purpose of this privacy notice

This privacy notice applies when you complete and submit our IF application form to apply for a book donation.

Controller

The British Medical Association of BMA House, Tavistock Square, London WC1H 9JP is the controller and responsible for your personal data (collectively referred to as "**BMA**", "**we**", "**us**" or "**our**" in this privacy notice).

We have appointed a data protection officer (**DPO**) who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, please contact the DPO whose details can be found in our privacy policy under '[contact our DPO](#)'.

You have the right to make a complaint at any time to the Information Commissioner's Office (**ICO**), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact our DPO in the first instance.



The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We receive personal data from you when you provide it to us via our IF application form.

The personal data we collect from you are as follows: your name, postal address, email address, telephone number and place of work.

In addition, if you are a successful applicant, we also collect any information and photos, film or oral recordings you provide as part of the feedback report you must submit after you have received and started making use of our book donation.

If you are a person who is included in a photo, film, or oral recording provided as part of the feedback report, we will process the personal data included within that image/recording and any consent form you sign.

Purposes for which we will use your personal data

We have set out below, in a table format, a description of the ways we use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please [contact our DPO](#) if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Legal basis for processing
IF administration such as: - registering you as an applicant; - processing your application including: - making a decision about your application; - holding your data on our applicants' database; - management and statistical analysis of applications - confirming your identity when you contact us; - contacting you about your application	(a) Performance of a contract we may enter with you (b) In our legitimate interests. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you.

Sharing your personal data (and any information and photos you provide as part of your feedback report) in the form of case studies with BMA members and non-members to promote the Information Fund and share good practice	With your consent
Sharing any photos, film or oral recordings in which you are included within reports, case studies, promotion of BMA's charitable activities and to share good practice.	With your consent
To provide you with information and services that you request from us	It is in our legitimate interests to respond to your queries and provide any information requested in order to ensure we offer a good and responsive service, we consider this use to be proportionate and will not be prejudicial or detrimental to you.
To provide you with information about other relevant BMA grants and competitions which we believe will be of interest to you.	With your consent
<p>To manage our relationship with you which will include:</p> <p>(a) Notifying you about changes to our terms or privacy policy</p> <p>(b) Asking you to leave a review or take a survey or participate in market research</p>	<p>(a) Performance of a contract with you</p> <p>(b) To comply with a legal obligation</p> <p>(c) It is in our legitimate interests (to keep our records updated and to study how applicants use our fund/services)</p>

Disclosures of your personal data

As noted in the table above, we may share your personal data (including any information contained within your feedback report and any photos, film or oral recordings) in the form of case studies with BMA members and non-members to promote the Information Fund and share good practice. However, we will only do this if we have your consent to do so.

In order to deliver the services you request, we will also share your personal data with a third party supplier responsible for managing shipping and logistics. This third party, Health Books International, which is operated by the publishing arm of the UK-based charity Practical Action (Practical Action

Publishing), sources, produces and distributes practical and accessible health information designed for use in low-resource settings such as developing countries.

Data retention

How long will you use my personal data for?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

The IF retention periods for personal data are as follows:

- Paper applications are held for up to one year and then destroyed as confidential waste.
- All applications and logs of applicants/applications are retained for the lifetime of the fund plus five years. This is for the purposes of monitoring and compliance with our fund criteria on repeat applicants and to comply with our legal obligations, resolve disputes or enforce our terms and conditions.
- Returned feedback reports and any photos, film or oral recordings submitted with report, as well as any reports, case studies, promotion of BMA's charitable activities and other efforts to share good practice developed from feedback reports form part of the Fund's permanent archive. These data are therefore retained for the lifetime of the fund plus five years, unless consent is withdrawn/a request for erasure is made by a data subject included within a photo, film or oral recording.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Your legal rights

You have the right to:

Request access to your personal data (commonly known as a "data subject access request").

Request correction of the personal data that we hold about you.

Request erasure of your personal data.

Object to processing of your personal data.

Request restriction of processing of your personal data.

Request the transfer of your personal data to you or to a third party.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain services to you. We will advise you if this is the case at the time you withdraw your consent.

For further details about the rights set out above and how to exercise any of them, please refer to our privacy policy under [‘your legal rights’](#).