

ALSG Privacy Policy

This privacy policy explains how and why we collect your personal data, how we use it and how we keep it secure. Your personal data is defined as any information that can directly or indirectly identify you. This notice also explains how we keep your information safe and secure and includes information you need to know about your rights and how to exercise them. This policy was updated in December 2023.

If you have any questions about this policy and our use of your personal data or would like to exercise any of your rights, please get in touch with us:

Email: dataprotection@alsg.org

Post: Data Protection Officer, Advanced Life Support Group, 29-31 Ellesmere Street, Swinton, Manchester, M27 0LA

If you are unhappy with the way we process your data, you can also make a complaint directly to: Information Commissioners Office (ICO)

Telephone: 0303 123 1113

Post: Information Commissioners Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Online: [Make a complaint | ICO](#)

Who we are

Advanced Life Support Group, referred to as ALSG in this policy, saves lives and improves patient outcomes through training and education. ALSG is a Company Ltd by Guarantee, number 4580873 and a registered charity, number 1095478 with a registered office at 29-31 Ellesmere Street, Swinton, Manchester, M27 0LA.

ALSG is registered with the Information Commissioner for the United Kingdom as a Data Controller and is committed to protecting your privacy and security. Whenever you provide personal information, ALSG will treat that information in accordance with this policy, ALSG's Data Storage Policy and current UK Data Protection legislation (GDPR 2018).

When you are asked for personal information you are sharing that information with ALSG alone unless stated otherwise. Where ALSG has arranged for another organisation to capture data or to fulfil a service on its behalf, this is carried out under contract in accordance with data protection requirements.

The ways in which we collect your personal data

Your personal data is collected when you, or someone acting on your behalf:

- Books on a course place as a candidate
- Books to teach on a course
- Registers for an event
- Is added to a faculty or candidate list
- Applies to work or volunteer for us
- Joins us as an employee or volunteer
- Registers as a course centre coordinator

- Interacts with us online or by email
- Attends a virtual meeting or webinar

The type of personal information we collect

The personal information we currently collect, and process may include:

- Name
- Email address
- Telephone number
- Grade and specialty
- Geographical location
- Dietary requirements

If you have an account on our Virtual Learning Platform (website), you may be asked to complete additional personal information and information about completion of courses and qualifications. Personal information on your profile can be updated at any time by you.

Any correspondence with you may be held on record through our ticketing or email systems. Any relationship with your employer may also be recorded and your organisational contact details and any documents relating to that relationships will be maintained.

Data may be collected indirectly through our web analytics, this may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency, and pattern of your service use.

We may collect and use your personal information by using essential cookies on our website, more information on cookies can be found under 'the use of cookies' section below.

Where you correspond with us, we may have records of that correspondence. If we have a collaborative or business relationship with you or your employer, we may have your organisational contact details and any documents related to that relationship (such as contracts or transaction details).

If you attend an online webinar or join a virtual meeting we may, with your consent, keep a recording of your face, voice or name, job title and email address.

How we use your personal information

We use the information that you have given us to:

Activity	Type of data	Legal basis for processing
Set up and/or administer your ALSG profile, including courses attended and courses taught on	Information provided when setting up a profile on the ALSG website Information on courses attended such as pass/fail/resit marks	Our legitimate interest to enable you to access your courses and revisit past activity
Deliver content and learning materials, provide certificates	Information provided when setting up a profile on the ALSG learning platform	Our legitimate interest to provide course material to support learning and teaching

Set up and/or administer an ALSG profile as the course centre co-ordinator	Information provided when setting up a profile on the ALSG website when setting up for an ALSG course	Our legitimate interest to provide centre access to materials and support documentation to run ALSG courses
Liaise with you in connection with complaints from candidates or managing challenging/struggling faculty and/or candidates on courses	Contact information including information provided by the centre on a particular issue or incident	Our legitimate interest to support the candidate/instructor in their learning and fulfil our complaints protocols
Ask for your feedback	Contact information as well as answers to feedback questions	Our legitimate interest to help ALSG improve and learn from course feedback to ensure courses are fulfilling our charitable objects
Liaise with you about an event you have booked to attend or an event connected to your role at ALSG	Contact information provided by you when filling in forms on our website, or by contacting us. This information may include your name, address and email address	Our legitimate interest to develop our products/services and grow our audience or gain your consent, where required by law
Correspond with you and address any queries you may raise through our website or email	Contact information provided by you	Our legitimate interest to provide a good service and respond to any queries or issues you may raise with us
Correspond with you in connection with any actual or potential partnership we may have with you	Contact information, including information that you provide by filling in forms on our site or otherwise by contacting us and copies of your correspondence with us Documents featuring personal data, such as proposals and MOUs	Agreement or enactment of an MOU with you
Carry out our obligations as an employer, process job and volunteer applications	Contact and personal data provided by you during the interview, recruitment and induction process, as well as during employment at employed by ALSG. This includes name, email, date of birth, home address, NI number and bank details for salaries. Passport information to check for right to work in UK	Employment law obligations
Correspond with you about teaching or attending a course you are booked to attend	Information provided when setting up a profile on the ALSG	

	website and latterly during the course organisation process	
Correspond with you about a course you may want to attend or teach on	Contact information provided by you when filling in forms on our website, or by contacting us. This information may include your name, address and email address	Our legitimate interest
Provide ALSG certified centres with a list of faculty to correspond with in relation to teaching on their courses	Information provided when setting up a profile on the ALSG website or subsequent information provided	Our legitimate interest
Interact with you online, on the telephone or by email	Contact information provided by you when filling in forms on our website, or by contacting us. This information may include your name, address, email address and phone number	Our legitimate interest
Register attendees of meetings, in person or online	Name and email address provided by you when consenting to join a meeting	Your consent
To provide you with information about our courses, news and updates from ALSG that you request from us or that we feel may be of interest to you	Information provided when setting up a profile on the ALSG website including marketing preferences	Our legitimate interest to develop our products/services and grow our audience or your consent, where required by law
Legal compliance such as financial record-keeping	Data regarding sales and supplier invoicing including contact addresses, email addresses and bank details.	Legal obligation
Hosting, back-up and restoration of our systems	Information provided when setting up a profile on the ALSG website. Data from contact with you via website or email	Our vital interest to ensure all data is current and the technology supports activity on the ALSG websites
To process applications for research applications and bursary grants	Information provided by you via form completion or email	Our legitimate interest
To share with employers or governing bodies where the regulations state this is required to ensure patient safety	Information supplied by the course centre and yourself during the 'Guidance for managing a candidate' process	Our legitimate interest
To process candidates who have been recommended as an IP	Information provided when setting up a profile on the ALSG website that is then used to create a profile on the GIC site if candidate is nominated to become and instructor	Our legitimate interest

Data sharing with other partner organisations	Information provided setting up a profile on the ALSG website that is used to create another profile. Data provided when setting up an account on the ALSG website which is shared with partner organisations for the purposes of teaching and communicating course results.	Our legitimate interest
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How we store your personal information

We keep your personal information for no longer than is necessary, the length of time is determined by our legal and operational requirements. For example, for some financial data, we are legally required to keep this data for seven years.

The data provided on your VLE account, is generally kept for five years and is then securely disposed of. The data on our websites is stored on database servers behind a firewall and protected by antivirus and antimalware software. The database servers are not accessible from the internet, except to authorised servers.

Data retention

Type of data	Length of time data is retained	Reason for retaining data
Personal data	Five years post course-date	Certification records
Financial data	Seven years	Legal obligation
Personnel records	6 years post employment	Legal obligation
Volunteer data	Five years post-recertification	Certification records

If you have any queries about how long your data is stored for, please contact us using the email address above.

Your data protection rights

Under data protection law, you have a right to access, correct, erase, restrict the processing of and object to processing your data. You can read your rights in full on the Information Commissioner's Office website at www.ico.gov.uk

Your right of access

You have the right to obtain a copy of your personal data, as well as other supplementary information we have stored.

Your right to rectification

You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete. You can also rectify personal data held on your profile by logging in to your website account.

Your right to erasure

You have the right to ask us to erase some or all your personal information in certain circumstances. Sometimes where we have a legal obligation to hold the data, we cannot erase your personal data.

Your right to restriction of processing

You have the right to ask us to restrict the processing of your personal information in certain circumstances where we are not lawfully allowed to use it.

Your right to object to processing

You have the right to object to the processing of your personal information in certain circumstances such as where we are processing your data based on our legitimate interest or for marketing purposes.

Your right to data portability

You have the right to ask that we transfer the personal information you gave us, to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you would like to request a copy of some or all of your personal information or otherwise exercise your rights, please [contact us](#).

You can also write to us at:

Advanced Life Support Group
29-31 Ellesmere Street
Swinton
Manchester
M27 0LA

Security

We take looking after your data seriously and when you provide us with your personal data, we take steps to ensure it is stored and processed securely.

Payment information including credit card data, is not stored on the ALSG website, this is handled by an accredited payment provider and is not accessible by ALSG.

Safety of your information

All our external servers are protected with firewall, antivirus and anti-malware software.

All our internal server/workstation systems are protected with firewall, antivirus and anti-malware software.

All systems are updated (security updates and fixes) on a regular basis.

All external and internal servers are backed up daily, with some storage media kept off-site for 'Disaster Recovery' purposes.

Access to data is restricted by the use of groups/username/passwords.

Use of cookies

ALSG websites use cookies. Cookies are small files that websites send to your device that the sites then use to monitor you and remember certain information about you. We use cookies to make visiting our websites easier to revisit and make the sites more useful to you. Cookies must be enabled for you to be able to use our websites.

By using our websites, you agree to accept the ALSG Privacy Policy. ALSG may change this policy from time to time. It is your responsibility to check ALSG's Privacy Policy regularly. You will be deemed to have accepted any amendments to the ALSG Privacy Policy, if you continue to make use of our websites after a change to the ALSG Privacy and Cookie Policy has been made.

How to contact us

If you have any concerns about our use of your personal information, you can contact us at:

Data Protection Officer
Advanced Life Support Group
29-31 Ellesmere Street
Swinton
Manchester
M27 0LA
Email: dataprotection@alsg.org

You can also contact 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>