

# Associate Development Solutions Ltd.

## Website Privacy Notice



### About us

We are Associate Development Solutions Ltd. (registered company number 7486948), a growing independent company specialising in children's and young people's mental health, providing bespoke solutions for service transformation, leadership and professional development, and research and evaluation.

Our address is:

*Associate Development Solutions Ltd.  
Spaces - Pennine Five, Block 2,  
1 Tenter Street,  
Sheffield,  
S1 4BY*

### What this notice is about

When you use our website, we may collect some information about you. This information is called *personal data* and this notice tells you what we collect and how we use it and share it, as well as important things like your legal rights.

### Where we get your data from

We get your data from you directly when you:

- sign up for our newsletter, or any other communication;
- use our website to book an appointment or callback with our team;
- contact us, for instance by sending us an email or filling in our contact form;
- purchase a product or service from us; or
- apply for a paid service or advertised role.

We may also receive data about you from other sources, such as:

- payment providers, where necessary to confirm a transaction;
- advertising or social media platforms (e.g. where you respond to an ad and are redirected to our site).

### How we use your data

To offer you the best possible service and support, we collect the following personal data and use it only for the reasons described:

Contact details	
<b>What we collect</b>	Your name, email address, postal address, phone number, and any other information you may choose to disclose when you use our website or otherwise contact us.
<b>Why we collect it</b>	To evaluate our service. To provide customer support. To communicate with you. To enable you to purchase a product or service from us. To market appropriate services to you if you choose.

Marketing preferences	
<b>What we collect</b>	Your preferences for receiving marketing communications from us.
<b>Why we collect it</b>	To ensure you receive marketing communications only if you choose to.

Professional details	
<b>What we collect</b>	Your professional role, qualifications, areas of interest, and other information you choose to share about your professional background. If you apply for clinical supervision services or related opportunities, this may include your accreditation status (e.g. BABCP number), details of any supervision training completed, and your experience in providing clinical supervision (including free-text responses).
<b>Why we collect it</b>	We collect your professional details for various reasons, including: <ul style="list-style-type: none"> <li>To assess your suitability for certain services (such as clinical supervision).</li> <li>To understand the mix of individuals who engage with us.</li> <li>To market appropriate services to you, if you choose.</li> </ul>

Payment details	
<b>What we collect</b>	When you purchase something from us, your payment is processed securely by our third-party provider, Stripe. We do not collect or store your full payment card details. However, we may have access to limited payment-related data, such as your name, billing address, and the last four digits of your card, in order to: <ul style="list-style-type: none"> <li>confirm your purchase;</li> <li>issue refunds;</li> <li>comply with financial record-keeping obligations.</li> </ul> You can read more about how Stripe uses and protects your data in their <a href="#">privacy policy</a> .
<b>Why we collect it</b>	To enable you to purchase a product or service from us.

Cookies and tracking technologies <sup>1</sup>	
<b>What we collect</b>	Information about how you use our website.
<b>Why we collect it</b>	<p>We use cookies and tracking technologies for several reasons:</p> <ul style="list-style-type: none"> <li>• To remember your website preferences</li> <li>• To ensure our website functions correctly</li> <li>• To improve our website by helping us to understand how it's used</li> <li>• To display ads or track users across websites for marketing purposes</li> </ul> <p>For more detailed information on the types of cookies we use, their purposes, and how you can manage your cookie preferences, please refer to our Cookie Policy, which you can find on the <a href="#">Associate Development Solutions website</a>.</p>

## How we keep your personal data safe

We know how important it is to look after your personal data, so here are some of the things we do to protect it:

- We only use the personal data we really need;
- We train our staff how to use and share your data safely;
- We use security measures like strong passwords and encryption<sup>2</sup>;
- We make sure we store and send data using secure technologies;
- We make sure that only people with permission can access your data;
- We only work with companies who promise to look after your data too.

## How we share your personal data

Sharing your data means letting people or organisations who aren't part of our company use your data too. We only do this when we need to and we take great care of your data when we do.

### Sharing with our temporary staff

To provide our services, we may need to share your personal data with people who work for us temporarily. These are people we trust to work for us when we don't have enough people on our team, or people with specialist skills (we call these our *associates*).

The table below explains who we share it with and why.

<sup>1</sup> Cookies are small files that are automatically stored on your device when you visit a website.

<sup>2</sup> Encryption means we turn your data into a code that can only be read by the people we trust.

Who we share with	Why we share
<b>Associates and administrative staff</b>	To enable them to evaluate our service. To enable them to respond to you, if you contact us. To administer any purchases that you make. To market our services to you if you agree to this.
<b>Technical staff</b>	To enable them to maintain our website. To enable them to fix a problem with our software and systems.

### Sharing with other organisations

Sometimes, other organisations help us to run our service. These organisations may be in the UK or in another country, including countries outside the European Union (EU). Whenever we do this, we only use organisations that promise to look after your data according to UK law.

The table below tells you about the organisations we work with today, what we share with them and why. In future, we may use different organisations for the same purpose; for instance, if they offer better value or features. If this happens, we will not change the type of data we share, or how it is used, without telling you first.

Who we share with	Why we share
<b>Microsoft 365</b>	We use Microsoft 365 tools for things like email and data storage and to deliver online training. This involves storing your data on Microsoft's systems. You can read more about how Microsoft uses data by reading their <a href="#">privacy statement</a> .
<b>Adobe</b>	We use Adobe tools for things like writing reports and looking at data. This may involve storing some of your data on Adobe's systems. You can read more about how Adobe uses data by reading their <a href="#">privacy policy</a> .
<b>Zoho</b>	We use Zoho tools, such as Zoho Survey, to measure how well our services are doing, or to collect information from our clients. You can read more about how Zoho uses data by reading their <a href="#">privacy policy</a> .
<b>MailChimp</b>	We use MailChimp to maintain our customer database, enabling us to communicate with you and send you appropriate marketing communications if you choose. You can read more about how MailChimp uses data by reading their <a href="#">privacy statement</a> .

<b>Stripe</b>	We use Stripe to process payments when you purchase one of our products or services. You can read more about how Stripe uses data by reading their <a href="#">privacy policy</a> .
<b>Acuity Scheduling</b>	We use Acuity Scheduling by Squarespace to handle our appointment booking process. You can read more about how Squarespace uses data by reading their <a href="#">privacy policy</a> .
<b>Acronis</b>	We use Acronis to back up and protect our company data. You can read about how Acronis looks after data in the <a href="#">Acronis Privacy Statement</a> .

#### **Sharing via cookies and tracking technologies**

Our website uses third-party cookies and similar technologies provided by services such as Google and others. These may collect data about how you use our website, including for analytics and advertising purposes. These third parties may access your personal data via their embedded technologies.

We use a cookie consent tool to give you control over whether these technologies are used. We only allow non-essential cookies (such as analytics and marketing) with your consent. For more information, please see our cookie policy, which you can find on the [Associate Development Solutions website](#).

#### **Our data retention policy**

When we collect your data, we only keep it for as long as we need to maintain our service and comply with our legal obligations. The maximum length of time depends on the type of data, as shown below:

<b>Type of data</b>	<b>The maximum length of time we keep it</b>
<b>Contact data</b>	7 years after your last contact with us, to enable us to handle any queries, disputes or legal issues that arise.
<b>Marketing preferences</b>	Up to 24 months after your last meaningful interaction with us (such as opening an email or clicking a link). This allows us to manage your preferences and avoid sending unwanted messages. You can opt out at any time.

<b>Professional details</b>	Up to 1 year after your last meaningful interaction with us, such as applying for a service, or engaging with our content. This allows us to: <ul style="list-style-type: none"> <li>assess suitability for relevant services;</li> <li>understand the mix of individuals engaging with us;</li> <li>offer a professional and tailored experience;</li> <li>maintain records for audit and service development purposes.</li> </ul>
<b>Payment details</b>	6 years from the end of the last company financial year the payment relates to, or longer if required by UK law and HMRC regulations.
<b>Cookies and tracking technologies</b>	The retention period depends on individual cookie settings and on your cookie preferences, which you can manage via the cookie policy on the <a href="#">Associate Development Solutions website</a> .

Once we no longer need your data, we will securely delete it unless we have good reason, such as a legal requirement to keep it.

## Your personal data and the law

The law says we must have a good reason to use your data. This is called our *lawful basis* and there are six to choose from. We use more than one lawful basis because we use your data in different ways. The tables below tell you which lawful basis we use in each case, along with other information that you may find useful:

Activity	Our lawful basis	What else we need to tell you
<b>Managing access to our products and services</b> <b>Processing payments</b> <b>Providing customer support</b>	<i>Contract</i>	These activities are a necessary part of our contract with you when you buy one of our products or services.

<b>Processing applications for paid services or roles</b>	<i>Contract</i>	When you submit an application form to access a paid service (such as clinical supervision), we use the information to assess your eligibility and to prepare to enter into a contract with you.
<b>Maintaining financial records</b>	<i>Legal obligation</i>	We are required under UK law and HMRC regulations to keep financial records, including details of the products and services you purchase.
<b>Marketing to consumers</b> <b>Collecting statistics about our website</b> <b>Advertising via our website</b>	<i>Consent</i>	We only perform these activities with your consent and you can opt out at any time. You can manage how your data is used for statistical data collection and advertising via the cookie policy on the <a href="#">Associate Development Solutions website</a> .
<b>Marketing to businesses</b>	<i>Legitimate interests</i>	We may market to you on this basis if we are contacting you in your business role, however we will always offer you the choice of opting out of our marketing if you prefer.
<b>Evaluating our services</b>	<i>Legitimate interests</i>	<p>We use this basis because:</p> <ul style="list-style-type: none"> <li>• We want to keep improving our services so that they are better for you and our future clients;</li> <li>• We can't do that effectively without using your data to measure how well our service has worked for you;</li> <li>• We also believe that the benefits of improving our service for you and others are greater than the risks of accessing your data.</li> </ul>

<b>Responding to enquiries</b>	<i>Legitimate interests</i>	<p>We use this basis because:</p> <ul style="list-style-type: none"> <li>• We want to be able to respond to enquiries;</li> <li>• We can't respond unless we have your contact details;</li> <li>• We believe the risk to you is low (because we will take care of your data), while the benefit is high (because we can respond to your enquiry).</li> </ul>
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If you have any questions or concerns about the use of your data, please let us know at the above address, or by email at [data@associatesolutions.co.uk](mailto:data@associatesolutions.co.uk).

## Your rights

The law gives you some important rights that help protect you and your personal data:

- The right to be informed ...*to know who we are and how we use your data*
- The right of access ...*to find out what data we have about you*
- The right to rectification ...*to ask us to correct mistakes in your data*
- The right to erasure ...*to ask us to delete your data*
- The right to restrict processing ...*to ask us to limit how we use your data*
- The right to data portability ...*to ask us to send your data to you or another provider*
- The right to object ...*to challenge our use of your data*

In some cases, one or more of these rights may not apply. However, we promise to always consider your rights and respond to you promptly, fairly and within the law.

If you would like to contact us about any of your rights, you can either write to us at the above address or email [data@associatesolutions.co.uk](mailto:data@associatesolutions.co.uk). You can find out more about your rights on the [Information Commissioner's Office \(ICO\) website](#).

## How to make a complaint

If you are unhappy about the way we're using your personal data, you can contact us at the above address, or by email at [data@associatesolutions.co.uk](mailto:data@associatesolutions.co.uk).

If you are not satisfied with our response or believe we are processing your personal data in a way that is not lawful, you may complain to the Information Commissioner's Office (ICO).