

Heart Valve Voice (HVV) is committed to protecting your personal information when you are using our services. We want our services to be safe and enjoyable environments for our audience. This Privacy and Cookies Policy relates to our use of any personal information we collect from you via our website and social media.

It also relates to our use of any personal information you provide to us by phone, email, in letters and other correspondence and in person.

In order to provide you with the most up-to-date and relevant information, we sometimes need to collect data about you.

This Privacy and Cookies Policy explains the following:

- what information we may collect about you;
- how we will use information we collect about you;
- when we may use your details to contact you;
- whether we will disclose your details to anyone else;
- your choices regarding the personal information you provide to us;
- the use of cookies on our website and how you can reject cookies.

HVV is committed to safeguarding your personal information. Whenever you provide such information, we are legally obliged to use your information in line with all applicable laws concerning the protection of personal information, including the Data Protection Act 1998 (these laws are referred to collectively in this Privacy and Cookies Policy as the "data protection laws"). No website can be completely secure; if you have any concerns that your account could have been compromised e.g. someone could have discovered your password, please get in touch straight away.

The HVV website contains hyperlinks to websites owned and operated by third parties. These third party websites have their own privacy policies, and are also likely to use cookies, and we therefore urge you to review them. They will govern the use of personal information you submit when visiting these websites, which may also be collected by cookies. We do not accept any responsibility or liability for the privacy practices of such third party websites and your use of such websites is at your own risk.

2. Our online services

The website, www.heartvalvevoice.com is available worldwide.

When we refer to "we" or "our" or "HVV" we are referring to Heart Valve Voice (Charity Number 1159219)

3. What information will HVV collect about me?

When you participate in, access or sign up to any of the HVV services, activities or online content, such as newsletters, competitions, web and mobile notifications or create an account using the HVV online registration system we may receive personal information about you. This can consist of information such as your name, email address, postal address, telephone or mobile number, as well as information collected about your use of our services (such as your area of interest within your profession).

Please note that sometimes we will require you to provide additional personal information, and sometimes, sensitive personal information (e.g. if you're participating in a meeting or conference, or you've purchased education resources). When we do this we will provide further information about why we are collecting your information and how we will use it.

HVV collects information about how you use our Apps, websites or other content online, and the device(s) you use to access the services. This includes collecting unique online identifiers such as

IP addresses, which are numbers that can uniquely identify a specific computer or other network device on the internet.

4. How will HVV use the information it collects about me?

HVV will use your personal information for a number of purposes including the following:

- to provide our services, activities or online content, to provide you with information about them and to deal with your requests and enquiries;
- for "service administration purposes", which means that we may contact you for reasons related to the service, activity or online content you have signed up for, (e.g. to provide you with password reminders, to notify you that a particular service, activity or online content has been suspended for maintenance, to notify you of updates to our Privacy and Cookies Policy or Terms of Use);
- where we provide personalised services, we may analyse the information you supply, as well as your activity on our (and other) services, so that we can offer a more relevant, tailored service;
- to contact you about a submission you have made, including any content you provide. For additional information;
- we may also use and disclose information in aggregate (so that no individuals are identified) for marketing and strategic development purposes; and

Where HVV proposes using your personal information for any other uses we will ensure that we notify you first.

5. When will HVV contact me?

HVV may contact you:

- in relation to any service, activity or online content you have signed up for, in order to ensure that we can deliver the services, e.g. to verify your email when you sign up
- in relation to any correspondence we receive from you or any comment or complaint you make about HVV
- in relation to any contribution you have submitted to the HVV;
- to invite you to participate in surveys about the HVV services or other third parties (participation is always voluntary);
- to update you on any material changes to the HVV policies and practices; and
- for marketing purposes (occasionally this may include information from approved third parties).

6. Will I be contacted for marketing purposes?

HVV will only send you marketing emails or contact you where you have agreed to this.

We offer regular emails to let you know about HVV content and services. Occasionally we may send you information from approved third parties. We may also occasionally contact you to ask your views on issues affecting the content on the HVV website.

We may personalise the message content based upon any information you have provided to us.

7. Will HVV share my personal information with anyone else?

We will keep your information within HVV, except where disclosure is required or permitted by law (for example to government bodies and law enforcement agencies) or as described in this section.

Generally, we will use your information within HVV and will only share it outside HVV where you have requested it or given your consent. However, we may share with third party sites (e.g. Facebook and Twitter) some data, with appropriate security measures, to show you and your colleagues relevant advertising on third party sites. Sometimes HVV uses third parties to process your information on our behalf, for example to provide services or analysis. HVV requires these third parties to comply strictly with its instructions and HVV requires that they do not use your

personal information for their own business purposes, unless you have explicitly consented to the use of your personal information in this way on their website.

9. How long will HVV keep my information?

We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with HVV.

If you registered for meetings or conferences, or purchased educational resources, we will keep your data so that we can manage that service and tell you about future events and resources you might be interested in (if you have asked to be kept updated).

11. Can I find out what personal information HVV holds about me?

Under the Data Protection Act you have the right to request a copy of the personal information HVV holds about you and to have any inaccuracies corrected. We require you to prove your identity with 2 pieces of approved identification). We will use reasonable efforts consistent with our legal duty to supply, correct or delete personal information about you on our files. Please address requests and questions about this or any other question about this Privacy and Cookies Policy to the Heart Valve Voice, 1 Spinningfields, Quay Street, Manchester M3 3JE (Email: victoria@heartvalvevoice.com).

12. IP Addresses and Cookies

We may collect information about your computer including where available your IP address, operating system and browser type for system administration. These are data about our users' browsing actions and patterns and do not identify any individual.

We can follow your navigation through our Site and identify the web pages which you visit. We may use such information to build statistics on users of our Site for our own use.

A cookie is a text-only string of information that a website transfers to the cookie file of a browser on your computer's hard disk so that the website can remember who you are. We will only use cookies to facilitate your use of the Site. We do not use cookies to store sensitive information about you.

The information stored by cookies should make your web site visits more productive by storing and using information on your web site preferences and habits. They do not identify users personally but they do identify each user's computer. Your browser software can choose whether or not to accept cookies and most browser software is initially set up to accept them.

We may offer cookies to you and you should ensure that your browser software is set not to accept cookies if you do not wish to receive them.

If you wish to stop cookies being stored in your computer in future, please refer to your browser manufacturer's instructions by clicking "Help" in your browser menu. Further information on deleting or controlling cookies is available at www.AboutCookies.org.

13. Contacting HVV about this Privacy Policy

If you any questions or comments about this Privacy Policy please contact:

Wil Woan

info@heartvalvevoice.com)