

# Privacy Policy

Updated September 2020

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Welcome to Mac Keith Press, the publisher of *Developmental Medicine and Child Neurology* and related book titles, including the *Clinics in Developmental Medicine Series*, as well as Online Learning. We take your privacy very seriously: this privacy policy tells you what personal data we collect, how we use it, and your rights relating to our use of your data.

*You should read our new policy and terms in full, but the key updates include:*

- *Greater clarity on what data we have and how we use your personal data;*
- *More focus on the controls we offer you over your personal data;*
- *New details of who to contact if you have any concerns.*

If you have any questions, comments or requests in relation to this privacy policy, your personal data, or data protection generally, please write to us at:

Ann-Marie Halligan, Managing Director, Mac Keith Press, 2nd Floor, Rankin Building, 139-143 Bermondsey Street, London SE1 3UW, UK.

[ann-marie.halligan@mackeith.co.uk](mailto:ann-marie.halligan@mackeith.co.uk)

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## Who we are

Mac Keith Press is a not for profit organisation: both a charity and limited company. Our company number is 03547818 and our charity number is 1086014.

## Overview

Data protection legislation applies to ‘personal data’ (data that relates to a living individual such as a name, home address or mobile telephone number) and regulates how that data is collected, held and processed. Data protection in the UK is currently governed by the Data Protection Act 1998 (the “DPA”), and from 25th May 2018 by the new General Data Protection Regulation (GDPR).

For the purposes of the DPA, Mac Keith Press is the ‘data controller’ of the personal data of its customers (e.g. authors, editors, book purchasers, newsletter subscribers) and is the organisation that is responsible for, and controls the processing of, that personal data.

## What do the following terms mean?

In this privacy policy, references to:

1. “Mac Keith Press” means us, the publisher.
2. The “Website” means the website located at [www.mackeith.co.uk](http://www.mackeith.co.uk).
3. “We”, “us”, “Mac Keith Press” mean Mac Keith Press.
4. “You” means you in your capacity as a registered Mac Keith Press contact.

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## Your data

The types of personal information that Mac Keith Press collects directly from you may include:

- Contact details, such as your name, email address, postal address and telephone number;
- Internet Protocol ("IP") addresses used to connect your computer to the Internet;
- Educational and professional interests;
- Tracking codes such as cookies;
- Usernames and passwords;
- Payment information, such as a credit or debit card number;
- Comments, feedback, posts and other content you provide to Mac Keith Press (including through a Mac Keith Press website, or in a Course Forum);
- Communication preferences;
- Purchase and search history;
- Location-aware services, the physical location of your device in order to provide you with more relevant content for your location (e.g. accurate shipping costs);
- Information about your personal preferences and interests; and
- Communications with other users of Mac Keith Press services.
- Usage or access information relating to your use of one of our courses (including verification of your society membership to access special member discounts).

In order to access certain content and to make use of additional functionality and features of Mac Keith Press's websites and services, we may ask you to register for an account by completing and submitting a registration form, which may request additional information.

## How we collect information

Mac Keith Press may collect personal information from you in the following ways: (1) directly from your verbal or written input (such as by consenting to receiving marketing emails); (2) automatically through Mac Keith Press's website technologies including tracking online, such as by web Cookies, by smart devices, by combining data sets, by collecting data from a browser or device for use on a different computer or device, or by using algorithms to analyse a variety of data such as records of purchases, online behavioural data, or location data.

## Why we use your information

We will only use your information where we have a legal basis to do so and will always respect your rights. Where we use your information, it is generally because you have consented to us doing so in order to provide a service to you or it may be because we consider we have a legitimate interest to do so. Where we rely on a legitimate interest to use your information, we will always ensure that this is done in a way so as not to be intrusive and that respects your rights. Other reasons may include using information because we have a legal obligation to do so or because we have to fulfil contractual obligations.

## How do we use your personal data?

We may use your personal information in the performance of any contract we have with you, to comply with legal obligations, or where Mac Keith Press has a legitimate business interest in using your information to enhance the services and products we provide. Legitimate business purposes include but are not limited to one or all of the following: providing direct marketing and assessing the effectiveness of promotions and advertising; modifying, improving or personalizing our services, products and communications; detecting fraud; investigating suspicious activity and otherwise keeping our site safe and secure; and conducting data analytics.

In addition, we may use your information in the following ways (after obtaining your consent, if required):

- To provide you with information about products and services that you request from us;
- To provide you with information about other products, events and services we offer that are either (i) similar to those you have already purchased or inquired about, or (ii) entirely new products, events and services;
- To notify you about changes or updates to our websites, products, or services;
- To administer our services and for internal operations, including troubleshooting, data analysis, testing, statistical, and survey purposes;
- To allow you to participate in interactive features of our service; and
- For any other purpose that we may notify you of from time to time.

We may use your email address to contact you from time to time for security reasons to confirm that you are who you say you are. We also may use the information collected automatically, such as your IP address and information stored via cookies, to gather statistics about the number of people who visit [www.mackeith.co.uk](http://www.mackeith.co.uk) and to customise its content, layout and services. We do not share this information with third parties.

Unless you choose to tick the relevant boxes to sign up to our newsletter and other email updates, you will not receive any further mailings other than a reply to your enquiry. If you would like to stop receiving further mailings from us, you can uncheck the relevant box on your profile, or unsubscribe from our newsletter using the unsubscribe link on every email newsletter. You can also choose to delete your account.

## Disclosure in Chat Rooms or Forums

You should be aware that identifiable personal information--such as your name or e-mail address--that you voluntarily disclose and that is accessible to other users (e.g. on social media, forums, bulletin boards or in chat areas) could be collected and disclosed by others. Mac Keith Press cannot take any responsibility for such collection and disclosure.

When enrolling on one of our courses, you will have the option of joining a forum to put you in touch with others on the course. Please be aware that you should only join the forum if you are happy for others to see your details.

## **How long we keep your data**

Personal information will not be kept longer than is necessary for the purpose for which it was collected. This means that, unless information must be retained for legal or archival purposes, personal information will be securely destroyed, put beyond use or erased from Mac Keith Press's systems when it is no longer required or, where applicable, following a request from you to destroy or erase your personal information.

## **Disclosure and sharing of information**

We do not disclose your data to third parties, except as follows:

- We will disclose your personal data if we reasonably believe we are required to do so by law, regulation or other government authority or
- To protect the rights and property of Mac Keith Press, its affiliates or the public.
- We may also cooperate with law enforcement agencies in any official investigation and we may disclose your personal data to the relevant agency or authority in doing so.

We reserve the right to transfer your personal data in the event of a transfer of ownership of Mac Keith Press, such as acquisition by or merger with another company or charity.

If necessary in connection with providing publishing services on behalf of third parties, such as institutions and societies, Mac Keith Press may disclose navigational and transactional information in the form of anonymous, aggregate usage statistics and demographics information that does not reveal your identity or personal information.

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## **Your rights**

Under the General Data Protection Regulations (GDPR) you have the following rights:

- Information Right – the right to receive the information contained in this policy and our data collection forms about the way we process your personal data.

- Personal Data Access Right – the right to know that we are processing your personal data and, in most circumstances, to have a copy of the personal data of yours that we hold. You can also ask for certain other details such as what purpose we process your data for and how long we hold it.
- Personal Data Correction Right – You have the right to request that we correct inaccurate data or complete incomplete data that we hold on you.
- Personal Data Erasure Right – Known as the Right to be forgotten. In certain circumstances you may request that we erase your personal data held by us.
- Personal Data Restriction Right – You have the right to restrict the way we process your personal data in certain circumstances, for example if you contest the accuracy of the data, if our processing is unlawful, to pursue legal claims, where we are relying on legitimate interests to process data.
- Data Processing Objection Right – You have the right to object to us processing your data for (i) direct marketing purposes (ii) research or statistical purposes and (iii) purposes of profiling related to direct marketing or based on our legitimate interests
- Data Portability Right – you have the right to receive a copy of certain personal data or to have it transferred to another organisation in some circumstances

## **Right to Withdraw Consent at any time**

Where we use your personal information based on your prior consent, such as where you have given us permission to send you marketing communications by email, mobile messaging or by direct message on social media, you can withdraw your consent at any time by contacting us.

## **Right to complain to the Information Commissioner's Office (ICO)**

You have the right to be confident that Mac Keith Press handles your personal information responsibly and in line with good practice. If you have a concern about the way we are handling your information, then in the first instance you should raise this with us. We will take your concern seriously and work with you to try to resolve it. However if you are still unhappy with our response you can raise a concern with the ICO, the UK data protection regulator - see the links below for details:

[ico.org.uk/for-the-public/raising-concerns](https://ico.org.uk/for-the-public/raising-concerns)  
[ico.org.uk/concerns](https://ico.org.uk/concerns)

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## **Links to other sites**

This Website may contain links to other websites that are not owned or controlled by Mac Keith Press. Please be aware that we are not responsible for the privacy practices of such other websites.

We encourage you to be aware when you leave our Website and to read the privacy statements on the other websites that you visit.

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## **Cookies**

Cookies are a common internet technology. Many websites use cookies to provide useful features for their users. Cookies are small files that are written or downloaded to your computer's hard drive when you access a website.

### **How do we use Cookies?**

We use cookies to store and quickly retrieve login information on your computer and provide data that we can use to improve the quality of the Mac Keith Press publications.

When someone visits our Website, we collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of our website. We collect this information in a way which does not identify anyone.

We use Google Analytics to help analyse use of our Website. This analytical tool uses 'cookies', which are text files placed on your computer, to collect standard internet log information and visitor behaviour information in an anonymous form. The information generated by the cookie about your use of the Website (including your IP address) is transmitted to Google. This information is then used to evaluate visitors' use of the Website and to compile statistical reports on Website activity for us.

We will not (and will not allow any third party) to use the statistical analytics tool to track or to collect any personally identifiable information of visitors to our Website.

### **Disabling and enabling cookies**

You have the ability to accept or decline cookies by modifying the settings on your internet browser. This website [www.wikihow.com/Disable-Cookies](http://www.wikihow.com/Disable-Cookies) tells you how to remove cookies from your browser. However, please note you may not be able to take full advantage of the functionality of [www.mackeith.co.uk](http://www.mackeith.co.uk) if you do so.

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## **Security and confidentiality**

We will use appropriate physical, technical and administrative safeguards to protect your data. Access to your personal data will be restricted to only those who need to know that information and required to perform their job function. In addition, we train our employees about the importance of maintaining the confidentiality and security of your information. The security of your personal data depends on your protection of your account password. Please do not disclose your account password to unauthorised people.

However, we cannot control any illegal and/or unforeseen activity of other users that may allow them to get around the privacy or security settings on the Website. Consequently, you acknowledge that there are circumstances in which your personal data may be accessed by unauthorised persons.

Mac Keith Press also takes appropriate organisational and security measures to safeguard your personal data against unauthorised or unlawful processing and against accidental loss, destruction, or damage. Our objective is to protect your personal data as follows:

- Access to your personal data is permitted only to those Mac Keith Press employees, contractors and third party service providers that need to access the information for the purposes outlined in this privacy policy
- All of Mac Keith Press's systems, hardware and software used in relation to your personal data are kept secure in accordance with standard industry practice
- All Mac Keith Press employees, contractors and third-party service providers are informed of their obligations under the DPA and the restrictions in place on their use of the personal data.
- All Mac Keith Press servers are hosted within the European Union (EU) using GDPR compliant hosting facilities that meet industry security standards.

## **Changes to this Privacy Policy**

We reserve the right to modify this privacy policy at any time, so please review it frequently. If we make material changes to this policy, we will notify you by means of a notice on our home page.

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This privacy policy was last updated on 16 September 2020.