

# Arboricultural Association Statement

## GDPR

### What is it?

GDPR or the General Data Protection Regulation is a new EU law coming into force in May 2018.

### What makes it different from the old Data Protection Act 1998?

GDPR is tailored to protect an individual's data and privacy in the digital age. It puts the individual's rights first and organisations that misuse, illegally share or fail to protect personal information can face fines of up to £20 million.

### What does this mean for the Arboricultural Association and its members and customers?

From October 2017, we have put in place a new Data Protection and Privacy policy which gives you much more information on how, why and where we store and use your information.

From April you will be able to edit your communication preferences in great detail by logging into your online account. You can already opt out of receiving communications using the unsubscribe option on our emails.

If we collected your data from a course, event or product purchase made before the GDPR comes into force, we will contact you again to check whether you still want to receive communications from us. You have to opt in under the new rules, we will never assume you are happy for us to contact you.

You have the right to update, request copies of, and even delete, all of the personal information we hold for you (with a couple of exceptions around invoices!).

We will also be reducing the amount of historic data held. If we aren't using it to support our work or serve you as a customer, we will remove it from our system.

We will be carrying out regular checks to ensure the security of all of systems and all of our internal data handling policies will be reviewed and updated.

In short your data will be more secure, accessible, and updatable than ever before and you have the right to control exactly how it is used.