A black background with blue text

Description automatically generated

**Privacy Policy**

​This privacy policy sets out how The Association for Science Education (ASE) uses and protects any information that you share with ASE when you use this website.

ASE is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

ASE may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 25th May 2018 and was last updated in July 2023.

1.0

Registration

When we ask you to provide information it is often (but not only) to enable us to enhance your website visit, or send information on something that we believe will interest you or reply to you after your visit. This would include where you subscribe to any online newsletters or provide feedback to us through a contact form or when you complete any online competition form or survey we may offer from time to time. When you register we ask you the questions set out on that page to obtain your personal information. We may use (and you consent to the use of) your personal data for future email, mailings, phone or other forms of contact, notification of new services, competitions and new versions. In relation to any regular contact, you can unsubscribe at any time. We do not sell your information or disclose it outside our organisation and project partners.

2.0

What we collect

We may collect the following information when you register to use the site:

name

contact information including email address

demographic information such as postcode, preferences and interests

other information relevant to customer surveys and/or offers

Hotjar

We use Hotjar in order to better understand our users’ needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users’ experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don’t like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users’ behavior and their devices. This includes a device's IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to display our website. Hotjar stores this information on our behalf in a pseudonymized user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf.

For further details, please see the ‘about Hotjar’ section of Hotjar’s support site.

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

To buy books or pay for membership online you need to be registered.

Internal record keeping.

We may use the information to improve our products and services. For example, if you are a member you will have access to the members’ only area and access to appropriate online journals as part of your membership subscription.

We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.

From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

3.0

​Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

when you first register with the site look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes

if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time and request the deletion of your record by us at info@ase.org.uk

Each year ASE compiles an Annual Directory and part of that process is to ensure we have permission to publish certain information about you. For example, if you are a member of a local, regional or national committee, then what is published on the website depends on whether you are a member of that committee, or not. Members appearing in the Annual Directory can request certain details to be kept confidential.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you. If you would like a copy, please email info@ase.org.uk

If you believe that any information we are holding on you is incorrect or incomplete, please email us and we will correct any information found to be incorrect.

4.0

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

The ASE website does not handle any credit card details as these are passed directly to our payment provider. All transaction information passed between merchant sites and is encrypted using 128- bit SSL certificates. No cardholder information is ever passed unencrypted and any messages sent to ASE servers are signed using MD5 hashing to prevent tampering. You can be completely assured that nothing you pass to our servers can be examined, used or modified by any third parties attempting to gain access to sensitive information.

5.0

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

This website uses Google Analytics. Google Analytics uses "cookies", to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and Internet usage.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.

Cookies used upon logging in:

ADMIN The admin cookie is used to hold security information about the currently logged in user to the administration site. The username is held in plaintext but is hashed using a session hash value. When the session is closed the hash value is no longer valid.

ASPFIXATION The ASP Fixation cookie is a security mechanism to prevent the browser session being hi-jacked from the logged in user. The cookie holds a randomly generated string that changes upon user login.

TYPE & VERSION The type and destination cookie stores redirect information to allow the user to return to the page originally requested where user validation is required. The white list function ensures the site does not re-direct outside permitted boundaries. The information stored in this cookie is stored in clear text.

REMEMBER ME The remember me cookie allows returning users to be automatically authenticated to the website.

LASTLOGIN This cookie is used to maintain the user experience if the session times out. It contains a user reference with date of last session to be compared against current user information.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You may refuse the use of cookies, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you in the manner and for the purposes set out above.

5.0

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Contact details

ASE College Lane, Hatfield, Herts AL10 9AA T 01707 283000

E info@ase.org.uk W www.ase.org.uk