

Privacy Notice

Who we are

North Staffordshire Advanced Drivers and Riders (NSADR) is an independent registered UK road safety charity, affiliated to the Institute of Advanced Motorists (IAM RoadSmart), as part of their support for Associate Members preparing for the advanced test. We help to improve driver and rider skills through coaching and education.

NSADR is run by volunteers who are a unique resource for IAM RoadSmart, with unparalleled experience and expertise. We also provide a social focus meeting and enjoying the company of fellow driving and motorcycling enthusiasts.

NSADR acts as the data controller/data processor when collecting and processing your data.

This Privacy Notice covers NSADR in relation to the collection and use of the information you give us. We may change this Policy from time to time. If we make any significant changes, we will advertise this on our website or contact you directly with the information. Please check this page occasionally to make sure you are happy with any changes. This version also reflects NSADR's use of electronic records, the NSADR Observer Portal and updated contact arrangements.

If you have any questions about this Notice or concerning your personal information, please contact us using the details provided at the bottom of this Notice.

Our basis for processing your personal information and what we use it for

NSADR aims to be very clear when we collect your personal data and will not do anything you wouldn't reasonably expect in order to provide the products and/or services that you request, to communicate with you, and to personalise our information we send to you.

Under the Data Protection Legislation, we must always have a lawful basis for using personal data.

We will use your personal data in several ways which reflect the legal basis applying to the processing of your data; categorised below as contract, legitimate interest or consent.

Contract

We will process your personal data because it is necessary for the performance of a contract, which may include some or all the following:

- Providing you with products and services or information you have requested i.e. the purchase of a driving or riding course or membership
- Maintaining and updating your membership record

Legitimate interests

We may process personal data because it is in our legitimate interests to do so, which may include some or all the following:

- Contacting you by phone, email, or SMS in relation to services that are relevant to your enquiry
- Providing you with products and services or information you have requested
- Managing the product or service you have purchased or are interested in

- To verify the accuracy of data that we hold about you

Consent

NSADR may wish to disclose personal data for a secondary purpose (i.e. a purpose not directly related to the primary purpose for which the information was collected). In such cases NSADR will seek your consent before doing so.

The following table describes how we may use your personal data, and our lawful bases for doing so:

What We Do	What Data We Use	Our Lawful Basis
Arrange and manage your Advanced Course (our obligation arising from your purchase via IAM RoadSmart)	• Name • Address • Email address • Usernames • Contact preferences • Billing address • Phone numbers	Lawful basis - contract
Management of your Group membership	• Name • Address • Email address • Usernames • Contact preferences • Billing address • Phone numbers	Lawful basis – contract
Managing payments for your Group Membership	• Name • Address • Email address • Usernames • Contact preferences • Billing address • Phone numbers	Lawful basis – contract and legitimate interest
Communicating with you by email	• Name • Address • Email address • Usernames • Contact preferences • Billing address • Phone numbers	Lawful basis – legitimate interest
Supplying you with information by email that you have opted-in-to (you may opt-out at any	• Name • Address • Email address	Consent

time by contacting us).	• Usernames • Contact preferences • Billing address • Phone numbers	
-------------------------	--	--

How do we use your information?

We use your information to:

- Arrange and manage your Advanced Course (our obligation arising from your purchase via IAM RoadSmart)
- Manage your Group membership
- Manage payments in relation to your Group membership
- Supply you with information regarding forthcoming activities and events run by the Group or third parties.

Pictures, videos and written updates of NSADR events and activities at which you may be in attendance, or referred to by name, may also be regularly published on social media sites, in group newsletters/magazines and on group related websites.

What type of information we collect and how we use your information

We will use your personal information in a number of ways which reflect the legal basis applying to processing of your data. To enable us to contact you in relation to an enquiry you have made, Group events and to manage your membership.

The personal data that we collect is:

- Name
- Address
- Email address
- Usernames
- Contact preferences
- Billing address (if appropriate)
- Phone numbers

We collect information via:

- Membership application form

To enable us to contact you in relation to an enquiry you have made, relevant products or services, Group meeting and events you may be interested in.

NSADR does not collect bank, credit or debit card details in relation to its membership. All payments are made by transfers initiated by the individual members themselves and do not appear on the bank statements of the Group.

Electronic records and the NSADR Observer Portal

NSADR may manage associate, member and volunteer records electronically using NSADR-controlled systems, including Google Workspace and the NSADR Observer Portal. These records may include course allocation details, observer allocation, observed drive or ride notes, run sheets, test outcomes, communication history and the minimum contact details needed to administer training, assessment, safety and membership activity.

Access to electronic records is restricted to authorised NSADR users according to their role. Observers can access records needed for associates allocated to them. Lead Observers, committee officers and authorised administrators may access wider records only where this is needed for their NSADR role.

We may ask for additional information from you in order to deliver the specific product or service purchased.

As required by the UK General Data Protection Regulation, we follow strict security procedures in the storage and disclosure of information you have provided to us. You have the right to object to this processing. Please bear in mind that if you object this may affect our ability to deliver the products and services you have requested.

Disclosure of information to third parties

NSADR will not share your details with third parties except:

- a) where we have your permission
- b) where we are required to deliver your product or service
- c) where we are required by law and by law enforcement agencies, judicial bodies, government entities, tax authorities or regulatory bodies around the world

Third parties may deliver some of our products to you or provide all or part of the service requested by you. In these instances, whilst the information you provide will be disclosed to them, it will be kept secure, it will only be used for the administration of the service provided and to maintain management information for business analysis. In order to deliver these products and services, NSADR may utilise the following third parties:

3rd Party Services	Information shared and reason to doing so
IAM RoadSmart	NSADR may pass on your details to IAM RoadSmart for the administration of the service.
Google Workspace	NSADR may use Google Workspace for controlled email, document storage and file sharing. Access is restricted to authorised NSADR accounts.
Google Firebase / Cloud services	NSADR may use Firebase or related Google Cloud services to operate the NSADR Observer Portal, authentication, role-controlled records and audit history.

We may also disclose your personal information if we are required to do so under any legal obligation and may use external data for the purposes of fraud prevention and credit risk reduction, or where doing so would not infringe your rights, but is necessary and in the public interest.

If we provide information to a third party (either a provider of a product or service, or an external data processing agency such as a mailing house) we will exercise the strictest control over the third party contractually, requiring it and any of its agents and/or suppliers to:

- Maintain the security and confidentiality of the information and restrict access to those of its own employees

- Use the data for the agreed purpose only and prevent it being used for any other purpose by any other party
- Refrain from communicating with you other than concerning the product in question
- Return the data to us at the conclusion of any contract term and destroy or delete any copies made of all or any part of the information unless copies are needed to be kept complying with regulations

In addition, we will restrict the information disclosed to the absolute minimum necessary, for example, to provide the product or service.

Marketing

NSADR may contact you in relation to the following activities:

- Group training events and other local road safety initiatives
- Group road trips and other outdoor events
- The Group's annual dinner
- Social evenings and guest speaker events
- IAM Roadsmart initiatives for Members and Associates

How we use cookies

"Cookies" are small pieces of information sent by a web server to a web browser, which enables the server to collect information from the browser.

When you visit a site that uses cookies for the first time, a cookie is downloaded onto your computer/mobile device so that the next time you visit that site, your device will remember useful information such as items added in the shopping cart, visited pages or logging in options.

The privacy notice lists common cookie categories used by NSADR. The website cookie policy provides the more detailed technical cookie record and should be reviewed when website or portal tools change.

Cookie Name	Functionality
_GRECAPTCHA	Used by the webpages with a form on to help prevent bots and spam filling in the forms, plugs into Google services which provide the backend systems for ReCAPTCHA
cookieLawinfo-checkbox-necessary	Part of the pop-up that confirms the user is ok with cookies
cookieLawinfo-checkbox-non-necessary	Part of the pop-up that confirms the user is ok with cookies
CookieLawInfoConsent	Part of the pop-up that confirms the user is ok with cookies
viewed_cookies_policy	Part of the pop-up that confirms the user is ok with cookies
wp_lang	Used to set the language the website is viewed in
llar_menu_alert_icon_shown	Used by WordPress to help limit failed logins, so that the site does not get taken down by a DDOS attack
PHPSESSID	Used by WordPress to help web browsers know how to handle the website
wordpress_test_cookie	Used by WordPress to check if the cookies are enabled on the browser to provide an appropriate user experience to the users.

You may refuse to accept cookies by activating the setting on your browser which allows you to block cookies. However, if you select this setting you may be unable to access certain parts of our site, including services and on-line shopping. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site. Details of how to disable the Cookie function can be found at the help menu on your browser.

If you access the IAM Roadsmart website via the link on the NSADR website please refer to the IAM Privacy Notice at the foot of the webpage.

How we use Google Analytics

NSADR uses Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. This provides data on the volume and profile (age, gender, geographical location etc.) of visitors to the site. This information is processed in a way, which does not identify anyone. We do not use Google to attempt to find out the identities of those visiting our website.

Use of AI tools

NSADR may use AI tools to assist with general drafting, flyer wording, layout ideas or administrative templates. Associate, member or volunteer personal data must not be entered into public AI tools unless NSADR has approved that use, the privacy controls are clear, and the use is necessary and lawful.

How long do we keep your information?

We will hold your personal information for as long as it is necessary for the relevant activity. By way of example, we hold records of payment you make for at least six years so we can fulfil our statutory obligations for tax purposes.

We may retain information after your association with us has come to an end. Some information may be retained indefinitely for historical, statistical or research purposes. As stated below, you have the right to require us to erase personal data.

Your rights

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- the right to be informed about the collection and use of your personal data
- the right to access the information we hold about you
- the right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete
- the right to have the information we hold about you erased
- the right to restrict or suppress your personal information
- the right to obtain and reuse your personal data for your own purpose
- the right to object to the processing of their personal data in certain circumstances

Please note that:

In some cases, exercising these rights may mean that we are no longer able to provide you with our products and services.

We will not administer requests by a third party unless accompanied by evidence that the third party is entitled to act on behalf of the individual.

Please also note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply.

Security

Your data is considered to be an important asset to us, and as such, we make reasonable effort to ensure the necessary measures are in place to prevent unauthorised or inappropriate access, use, modification, disclosure or destruction.

Measures we take to keep your data secure include, but are not limited to:

- protecting file servers and workstations with virus scanning software
- using a system of passwords so that access to data is restricted
- allowing only authorised staff into certain databases
- using data encryption techniques to code data when in transit
- ensuring that officials of the Group are only given sufficient rights to any systems to enable them to perform their job function.

Changes to this Privacy Notice

This Notice may be changed from time to time. If we make any significant changes we will advertise this on our website or contact you directly with the information.

Do please check this Policy each time you consider giving your personal information to us.

Contact us

Please contact us if you have any questions about our privacy policy or information we hold:

- Via email to: **membership@nsadr.org.uk**
- Via telephone to: **07808-825415 (6pm-8pm)**

This Policy was last updated on 24th August 2026.