

Purple Alert Privacy Policy

1. Who are we and what is Purple Alert?

Alzheimer Scotland - Action on Dementia (“**Alheimers Scotland**”) is the author and publisher of the website <http://purplealert.org.uk/> (“**Website**”) and the mobile application Purple Alert (“**App**”)(together “**Purple Alert**”).

Purple Alert is a free service designed by people living with dementia and carers, Alzheimer Scotland staff, Police Scotland, Social Work, Dementia Friends Scotland, Health and Social Care Partnerships and telecare services. It operates as an information sharing platform which notifies members of the community that a person with dementia has lost their way nearby and sends out an alert to help locate that person.

2. What is the purpose of this Privacy Policy?

Alheimers Scotland is committed to protecting the privacy of your information and we have provided this Privacy Policy to inform Purple Alert users of the policies and procedures we have in place regarding the collection, use and disclosure of personal information received from users of our Website or App whether collected via the Website, App, email, SMS, telephone, or other means. This Privacy Policy sets out information about the types of personal data that we collect from you and how we use that personal data.

This Privacy Policy may be updated from time to time for any reason, at our sole discretion and the updated Privacy Policy will be made available at <http://purplealert.org.uk/how-to/>

3. Who is the data controller?

Alzheimer Scotland is the ‘data controller’ in respect of your personal data. This means that we are responsible for deciding how we hold and use your personal information. In the event you have concerns you should address them to the Data Protection Officer on dpo@Alzscot.org

4. How do we collect data from you?

We collect data from you when you use our Website and/or sign up to Purple Alert.

5. What type of data do we collect?

If you contact us through the Website or on email we may keep a record of that correspondence along with details of your visits to the Website including but not limited to traffic data and other communication data.

If you register as a user of Purple Alert we will collect some or all of the following information about you: your photograph; your title and full name; address; email and phone number; any preferences or notifications selected by you along with details of a password and username you create.

If you create a profile for a person with dementia on Purple Alert we will collect some or all of the following personal information (including sensitive personal information) about the person with dementia: photograph of that person; full name (including preferred name); phone number; gender; date of birth; ethnicity; complexion; height; weight; hair and eye colour; visible marks; places of interest to them; details of habits and routines; health and medical information; and bus pass details.

6. Why do we collect this information and how do we use it?

We collect this information to allow you and other users to use Purple Alert effectively and to issue 'alerts' and circulate information to help locate missing persons.

We also collect some of this information to make sure that everyone using the App is of benevolent intention. If we suspect someone is using the App maliciously, we may pass relevant information onto Police Scotland who will take appropriate action. This, in conjunction with two steps authentication, safeguards the whole Purple Alert community and guarantees that the service is transparent and safe for everyone.

More information regarding how and why information is shared within the app can be found in the FAQ's section of the Website on <http://purplealert.org.uk/how-to/>

We may also use this information to contact you after a missing occurrence to make sure the right level of support is offered by Purple Alert and Alzheimer Scotland, this approach helps us to carry out 'evidence based research' to improve the service.

7. Who has access to your data?

Personal data that you provide to us is only accessed by authorised Alzheimer Scotland staff and other Purple Alert users to meet the purposes for which your data is required: this could include the circulation of data (including sensitive personal data) to other users, carers, the Police and the Purple Alert community to raise an alert for a missing person. We may also use this data to coordinate a response to an appeal for a missing person.

We will never sell or rent your information to any third parties. We will not share your information with third parties for marketing purposes. More information regarding what data is shared and when can be found on <http://purplealert.org.uk/how-to/>

Third Party Service Providers working on our behalf:

We may pass your information to our third-party service providers (including our App developer), agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to maintain the Website and App and manage the flow of information).

Where we use third party service providers, we disclose only the personal data that is necessary to deliver the service and our contract requires them to keep your information secure and not to use it for their own direct marketing purposes.

8. Analytics and Cookies

We use analytics and cookies to improve our services and your experience with Purple Alert. 'Cookies' are small text files that record information on your computer about the websites you visit and how you use them. Our website uses cookies to help us understand who is visiting our website, how they interact with it and to make sure it's working effectively. However, we do not track your location or IP address data. We do not access any information stored in cookies placed on your machine by other websites.

If you would like to stop our cookies from being stored on your computer in future, you can do so by following instructions on your Internet browser. You can do this by clicking on the Help menu. If you do turn off our cookies you may not be able to access certain services or facilities we offer in the future.

Further information about deleting or controlling cookies is available at www.aboutcookies.org.

We also use Google Analytics to help us see how well Purple Alert is working. We also advertise on sites such as Facebook using behavioural and targeted advertising technology. For more information about how cookies and online advertising work or how to control your privacy online, please visit the www.youronlinechoices.com/uk.

9. Security

When you give us personal data, we take steps to ensure that it's treated securely. Our websites are protected with SSL certificates to secure and encrypt website traffic. Alzheimer Scotland has achieved the Cyber Essentials certification.

You should note that in using the Website and App, your information will travel through third party infrastructures which are not under our control. We cannot protect, nor does this Privacy Policy apply to, any information that you transmit to other users of the Website or App. You should never transmit personal or identifying information to other users.

10. Changes to Your Information and Deleting Your Account

If any of your information changes, you can access and modify the information you provided via settings within the App.

You can delete your account by contacting us at hello@purplealert.org.uk. We will delete your account, but some information may be archived/retained for our records and as otherwise required by law.

11. Legal Compliance

If we are required by law, it may be necessary to provide third parties with access to your information and content.

12. Feedback and questions

To give us feedback or for any questions regarding this Privacy Policy, our privacy practices, concerns over the use of your personal data, or exercising your rights over your personal data, please contact us by one of the following methods:

Email: dpo@alzscot.org

Post: Data Protection Officer,

Alzheimer Scotland
[160 Dundee Street](#)
[Edinburgh](#)
[EH1 1DQ](#)
Telephone 0131 243 1453.

13. How to make a complaint

If you have a complaint about how we use your personal data please contact us on dpo@alzscot.org

If you are not satisfied with our response, or how we handle your data, you may lodge a complaint with the Information Commissioner's Office in one of the following ways:

www.ico.org.uk/concerns

If you are based outside the UK, you should contact your local supervisory authority. If in doubt, please contact the Information Commissioner's Office.

14. How you can access your data

You can request a copy of the personal data Alzheimer Scotland holds about you by contacting us using the contact details in Section 12 above.