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PLAYWORK NORTH WEST MEMBERSHIP SCHEME DATA POLICY

MEMBERSHIP SCHEME AND CATEGORIES:

The Playwork NW Interactive membership scheme is operated by Tyrer Sorrel (tsconnected.com) in association with Playwork NW and includes the following categories:

Subscriber – receive free quarterly bulletins only.

Network Subscriber – receive the benefits of a Subscriber plus targeted bulletins, special information, paid subscriptions and promotions from Network Associates.

This is an OPT IN Category and information is only passed to carefully selected Associates.

Member – receive the benefits of a Network Subscriber (or Subscriber if OPT OUT) plus exclusive member only e-information centres, web access, promotions, discount offers, voting rights and exclusive event tickets.

DATA RECORDS HELD AT SEPTEMBER 2008:	
Tyrer Sorrel Directory	Secure offline Access database(s) with data from all tsconnected.com Membership Schemes and other Tyrer Sorrel Projects. Data includes full contact details of Associates, Members, Customers, Subscribers, Events, Attendees, Staff, Facilitators and Suppliers. The data also includes invoicing and payment history, log on and Merchandise/Key Card details and is only taken from the application form/process. Directory owned and operated by Tyrer Sorrel in association with Playwork NW.
Tyrer Sorrel User Database (Live & Site)	Secure online database. This database includes log on details (unique name and email address). The database is used for web integration only. No financial or other payment information is kept online by Tyrer Sorrel (tsconnected.com).
Tyrer Sorrel Lead Data	Secure offline database(s) with lead data on Participants, Non-Members and other 'Direct Marketing Association' leads. This data may be data profiled for targeted marketing.
Tyrer Sorrel Mailing List (Month of Issue)	Excel database or labels of data records held on the Directory plus optional data profiling reports. The list is used for Network Subscription Mailings. The list is issued under licence and the use is monitored. This list is not always clean.
Tyrer Sorrel Emailing List (Month of Issue)	Excel database of Member email addresses. The list is used to send monthly e-briefings plus Network Associate e-notifications (as required). Tyrer Sorrel (tsconnected.com) will not over-use email and will send all general news via one monthly e-briefing.

Data Manager - Subscriber Exchange	Secure online database with reminders, web links and confirmations. Licensed for one user to administer an Associate Scheme. Playwork NW do not use a Subscriber Exchange.
Data Manager Meeting List (Annual Issue)	List of Meeting Attendees. Playwork NW do not use a Meeting List.
Data Manager Call List (Month of Issue)	List of Subscriber telephone numbers. The list is issued under licence and the use is monitored. Standard Call Lists are not checked against the Telephone Preference Service. Playwork NW do not use a Call List.
Data Manager Public List (OPT IN Directory)	List of Subscribers that have opted in to Partner Promotions. Can be used by Non Associates or other Partners. Playwork NW do not use a Public List.

As well as address and contact details Tyrer Sorrel (tsconnected.com) holds other data on behalf of Playwork NW that defines job roles and functions. For example if Members or Subscribers are a Trainer, Play Provider or Play Association. This information enables Playwork NW to send targeted and relevant information. This data is only taken from the application form/process. Tyrer Sorrel (tsconnected.com) holds no unnecessary data on behalf of Playwork NW.

Network Subscribers and Member contact details will be used to send information and updates on the work of Playwork NW, Merseyside Play Action Council, Warrington Play Council, Play Simply and Tyrer Sorrel (tsconnected.com). Subscriber contact details will be used to send quarterly bulletins, updates and notifications from Tyrer Sorrel (tsconnected.com). Member email addresses will only be used to send exclusive Member e-briefings, e-notifications and to allow access to online services.

If a Subscriber or Member has chosen to "OPT IN" to Partner Promotions then they have given Tyrer Sorrel (tsconnected.com) permission to share their contact details with other carefully selected companies. If the box on the application form, lead card or Network Subscription notification is not ticked or confirmed then we will not share this information.

Tyrer Sorrel (tsconnected.com) are registered on the Data Protection Register (No: Z6090331) and take safeguards to protect all information and data. Safeguards applied to portable devices and hard devices include that all such devices require a 'Boot Password' as standard. This means that you can not access the hard drive in anyway without a password even if the device is stolen. As standard no financial information is stored online. New Leads are sourced from 'Direct Marketing Association' Approved Companies, Associates and Lead Generation Activities (including events and promotions). Tyrer Sorrel (tsconnected.com) will not change or share data without consent. The Subscription and Member Listings are regularly cleaned (biannually and after every mailing or event). Data Records are removed immediately on request and destroyed beyond physical and electronic recovery.

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PLAYWORK NORTH WEST CONTACT DETAILS ARE:

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