



**Association of
Tongue-tie Practitioners**®

Educate · Support · Care

Privacy and Cookies Notice (2018, 2024, 2026)

ATP is Charitable Incorporated Organisation (“CIO”) and a registered charity (1214211). The ATP’s charitable purposes are to benefit the public by promoting and protecting the physical and mental health of infants with tongue-tie and their families, in particular (but not exclusively) by:

- a) increasing the awareness and availability of skilled and expert support in respect of infant tongue-ties and the options for resolution, including via tongue-tie division (frenulotomy);
- b) advancing the education of the general public (and especially those persons concerned with the care of infants) in connection with infant tongue-ties, the effect of infant tongue-tie especially with regards to feeding, and the options for resolution (including via tongue-tie division); and
- c) to promote a high standard of education and knowledge about these matters, in particular among healthcare professionals working with infants.

We are committed to protecting and using any personal information shared with us responsibly and so, as required by data protection legislation, this privacy notice explains how we use any personal data we may collect from you.

What information do we collect about you?

We collect information about you when you join us as a member, when you contact us with an enquiry, to order resources, or as a member of the public. This information is collected via our membership forms, order forms and through any correspondence you have with us via email, online form submission, telephone, social media or letter.

Why do we collect and use your personal data?

Our primary legal basis for processing your data is for the performance of our contract with you in the case of members and orders for resources, and for our legitimate interests in the case of enquiries.

How will we use the information about you?

We will use the information in order to process membership applications and provide membership services or process orders and enquiries.

Who might we share your information with?

Your membership details will only be available to committee members. At your request and with your consent your information will be included in the public directory of tongue-tie services on our website. We will not share your personal information with any third parties without your consent unless it is a matter of patient safety or public protection as per the NMC Code of Professional Conduct. (This would fall under legal/regulatory obligations). We will take steps to ensure your data is stored securely which may include password protection, encryption, and the use of antivirus/firewall software.

How long will we store your information?

We will store information associated with membership until you cease to be a member. Your data may be held for longer in exceptional circumstance, such as if there are ongoing issues relating to patient safety or public protection.

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Information collected during enquiries made to us will be kept for upto 10 years. Information collected from customers ordering resources will be kept for up to two years after the last order placed.

You have the right to request we amend or delete information we hold about you subject to our legal/regulatory obligations.

How can I access the information you hold about me?

You can access a copy of the information we hold about you by emailing membership@tongue-tie.org.uk. We will provide this information to you within 30 days. Please ensure that you inform us of any changes to your personal information so that we can keep our records up to date.

Marketing

We will use member's personal information to notify members (usually by email) of any events, meetings, study days and conferences ATP and other similar organisations are providing, which may be relevant to our members. You can opt out of this at anytimesimply click 'unsubscribe' from any email at the bottom of any email from the ATP or email your request directly to communications@tongue-tie.org.uk.

Cookies

This site uses cookies-small text files that are placed on your machine to help the site provide a better user experience. In general, cookies are used to retain user preferences, store information for things like shopping baskets, and provide anonymised tracking data to

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third party applications like Google Analytics. As a rule, cookies will make your browsing experience better. However, you may prefer to disable cookies on this site and on others. The most effective way to do this is to disable cookies in your browser. We suggest consulting the 'Help' section of your browser or taking a look at the '[About cookies website](#)' which offers guidance for all modern browsers.

What to do if you wish to raise a concern about how we process your personal data How to contact us:

secretary@tongue-tie.org.uk membership@tongue-tie.org.uk
chair@tongue-tie.org.uk

Contact the ICO (Information Commissioners Office)
Wycliffe House, Water lane, Wilmslow, SK9 5AF
Tel: 0303 123 1113

About cookies website link: <https://www.aboutcookies.org>