

myfood24 privacy notice

1. Purpose of this notice

This notice tells you how your personal information will be collected and processed when you access and use this website. We take your privacy very seriously and we ask you read this privacy policy carefully as it contains important information on the personal information we collect about you, what we do with your information and who your information might be shared with.

2. Who we are

This website is owned by Dietary Assessment Ltd and our registered office is at 11/75 EC Stoner Building, University of Leeds, Leeds LS2 9JT ("We" or "Us").

3. myfood24 tool

We are primarily a data processor for the purposes of the General Data Protection Regulation 'GDPR' (the "Legislation")

We will only be a data controller in respect of your personal information if you:

- are a researcher, teacher or dietitian / clinician (i.e. a customer of Dietary Assessment Ltd and the registered "Administrator" for your organisation's use of myfood24) and are accessing this website, in which case you / your organisation will have a contract in place with Dietary Assessment Ltd.
- contact us via this website through the 'Contact Us' form or via registering to use the 'Demo' facility.

Whether acting as a data processor or a data controller, we will take all reasonable steps to ensure we comply with the Legislation.

For customers contracted to use myfood24, we are the data processor where you, acting in your capacity as an Administrator, are using myfood24 to collect dietary information from participants and patients ("End Users").

Each End User has a designated Administrator who will be managing a research, health or teaching project/study. The Administrator will have obtained consent (the legal basis of our processing) from the individual End User to collect their dietary information. How this information will be used will have been detailed in a Participant Information Sheet or similar provided to the End User by the Administrator. Where required, the Administrator will also have received approval for their study from the relevant ethics committee of their respective institution or similar.

4. What Personal information is collected?

Administrator

In order to create a project/study in myfood24 you will have provided us with your name and work email address and consented to us holding your personal information.

End User

Please note: An End User is not under statutory or contractual obligations to provide personal data to us.

In order to have received a myfood24 invitation email and gained access to the myfood24 tool you will have already provided your Administrator with your name and email address and consented to them and to us holding and processing this personal information. All further information (age, sex, diet) is optional.

If you received an invitation but you had not consented to this please contact the Administrator who originally contacted you, or if you are unable to contact them please use the contact information at the end of this privacy notice.

We may use your personal information to contact you regarding changes to myfood24 while you are an End User.

We may use your aggregated and anonymised results for our administrative purposes; our other services and for the purpose of ongoing development and improvement of myfood24. No personal data identifying you shall be retained.

This website is hosted on servers located in Amsterdam and operated by DigitalOcean of New York. For information on what Digital Ocean records as a result of you using this website please refer to their legal information or <http://www.digitalocean.com/legal/data-processing-agreement/>.

5. Third-party access

Your personal information will not be sent to other third-parties unless you are first notified and give your further consent.

6. Cookies

Cookies are small text files that are placed on your device by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

We do not use cookies to collect personal information about you. Should you wish to restrict or block cookies which are set by our website you can do this through your browser settings. The 'help' function within your browser or the manual that comes with your device should tell you how. You may also wish to visit www.aboutcookies.org which contains comprehensive information on how you can do this on a wide variety of browsers. Please be aware that restricting cookies may impact on the functionality of our website.

The table below explains the cookies we use and why:

Name	Cookie Name	What's it for?	How long does it last?
Google Analytics	_ga	Used by GA to distinguish users	2 years

Google Analytics	__gid	Used by GA to distinguish users	24 hours
Google Analytics	__gat	Used to throttle request rate	1 minute
Powtoons	visitorid	Used for better user experience	1 year
Powtoons	__LOCALE__	Used for better user experience	2 weeks
Powtoons	csrftoken	Used for website security	2 weeks
ShareThis	__unam	Allows users to share content on the myfood24 website across various social networks. It monitors user's navigation of the website including, what pages have been viewed and how long for and the number of click and shares of a page.	9 months
ShareThis	__sharethis_cookie_test__	Used to test if cookies are enabled	Persistent, Never expires
ShareThis	pxcelPage_c010_B	May be used by other companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising (on other website), but certain sharing functions on our site will not be available to you.	29 days
ShareThis	__stid	Necessary to share content of the website	1 year

7. Automated collection of personal information

As with most other web servers, when you access these web pages certain information you provide will automatically be recorded. This will include your IP address, browser type, and information relating to the page you last visited. This information is processed to estimate how much usage of the server is made by different categories of users and in the event of a breach of security may be used to aid detection.

8. Opting out (withdrawing consent)

If you no longer wish to participate in the study you may opt out by contacting the Administrator in charge of the project/study or by choosing the relevant option in this website (located at the bottom of the help section). You may opt out but allow your personal information provided to date to remain in the system and still be used in the study or you may opt out and request that your information is not used in the study.

9. Changes to this notice

This notice and therefore the ways in which your personal information may be processed can be changed from time to time. Any changes will only be notified via this web page.

10. Your rights as a data subject

Under the Legislation you have the right to:

- withdraw consent;
- access your personal data that we process;
- rectify inaccuracies in personal data that we hold about you;
- be forgotten, that is your details to be removed from systems that we use to process your personal data;
- restrict the processing in certain ways (we are permitted to store the personal data, but not use it);
- obtain a copy of your personal data in a commonly used electronic form; and
- object to certain processing of your personal data by us:
 - processing based on legitimate interests or the performance of a task in the public interest/exercise of official authority
 - direct marketing
 - processing for purposes of scientific/historical research and statistics

Please see <https://ico.org.uk/> for further information on the above rights. You may also contact the Data Protection contact below for further information.

You have a right to complain to the following supervisory authorities about the way in which we process your personal data:

http://ec.europa.eu/newsroom/article29/document.cfm?action=display&doc_id=50061

11. Retention periods

Administrator

On expiry of your licence to use myfood24, your account will be made inactive, but your name, email address and work organisation will be kept for a period of 6 years from the expiry of your licence for HMRC purposes

End User

Administrators are responsible for the deletion of End User name and email addresses on completion of the project/study and before the expiry of your licence (when access to the myfood24 tool will cease). In any event, even if the Administrator fails to delete the End User personally identifiable data, it will be deleted by the myfood24 system after a maximum of six years from the expiry of your licence.

12. Further information and Contact

If you have any queries relating to this privacy notice or the way your personal information is being processed through this website then please contact the Administrator who originally granted you access to this website, or if you are unable to contact them please contact our data protection contact: dataprotection@myfood24.org

Our general enquiry email is: enquiries@myfood24.org.

Our postal address is: Dietary Assessment Ltd.
11/75 EC Stoner Building
University of Leeds
Leeds, LS2 9JT