

Privacy Policy

LIPID MAPS is committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our practices regarding your personal data and how we will treat it.

For the purpose of the General Data Protection Regulation (GDPR), the data controller is Cardiff University and our partner institution, the University of California, San Diego.

Information we may collect from you

Through our website (www.lipidmaps.org), we may collect and process the following data about you:

- Information that you provide by filling in forms on our website. This includes information provided when contacting LIPID MAPS, reporting a problem or subscribing to services we may offer.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys to help us improve our services, although you do not have to respond to them.
- When you browse the website, we collect details of your visits to our site including, but not limited to, traffic data, location data, and other communication data, as well as the resources that you access.
- Cookies and analytics information that make our site easier to use and allow us to continue to improve our website. **(Read our Cookie policy)**.
- We can collect information about your interests and browsing behavior from Google Analytics, Google AdWords, and social media providers such as Twitter.

Personal information you provide us is stored on secure servers. The transmission of information via the internet is not completely secure. We do our best to protect your personal data but we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to prevent unauthorized access.

How we use personal information

We use information held about you in the following ways:

- To respond to your enquiries and keep a record of our communications with you
- To ensure that content from our site is presented in the most effective manner for you and for your computer
- To provide you with information, events or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes
- To allow you to participate in interactive features of our service, when you choose to do so
- To notify you about changes to our site
- To send you updates, information and newsletters if you request them

Collecting and using personal data

Personal data is used to keep you informed by providing information that you have subscribed to receive, for example, newsletters, publications or to respond to individual requests and enquiries submitted (directly or those submitted via a web form). By supplying this information you are consenting to LIPID MAPS storing and using it for the purposes for which it was provided. We will not use your personal information to contact you unless you have specifically requested to receive information from us.

If you would like to unsubscribe from any email or newsletter you can also click on the 'unsubscribe' button at the bottom of the email or newsletter. Please note it may take a few days for the change to take effect.

Disclosure of your information

The contact details you supply to us will not be shared with third parties. Only Cardiff University and the University of California San Diego will have access to your information and will only use your information between each other for the purpose intended.

Our site from time to time, contain links to and from the websites of our partner networks and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Changes to this privacy notice

We may change this privacy notice from time to time. It is advised that you check the policy occasionally to ensure you are aware of the most recent version.

Contact us

For any further enquiries about LIPID MAPS Privacy Policy, please contact:
info@lipidmaps.org