DATA PRIVACY & COOKIES STATEMENT

1. General

- This Data Privacy & Cookies Statement (“Statement”) applies to LactaMedia – A Clinical Image Collection on LactaHub (“Collection”), a partnership project of The Global Health Network (University of Oxford) and the Family Larsson-Rosenquist Foundation. The Family Larsson-Rosenquist Foundation is a charitable foundation governed by Swiss law and based at Rheinstrasse 1 in 8500 Frauenfeld, Canton of Thurgau, Switzerland.

- By using the Collection’s website at www.lactamedia.org and/or submitting a Request for use of a clinical photo and/or video of the Collection, you consent to this Statement. The Statement sets out which of your personal data is processed by the Family Larsson-Rosenquist Foundation if you visit the Collection’s website and/or submit the form for requesting a photo and/or video of the Collection (“Request”). If you do not agree to this Statement, please refrain from using the Collection’s website.

- The data controller is the Family Larsson-Rosenquist Foundation, Rheinstrasse 1, 8500 Frauenfeld, Canton of Thurgau, Switzerland. The person responsible for data processing can be contacted via email at media@lactahub.org.

- The terms “Image”, “Images” and “Image(s)” herein are defined and understood to be the clinical photos and/or videos gathered for the Collection – a resource for evidence-based breastfeeding knowledge – and produced in strict accordance with the ethical and legal requirements for medical photography in which patients are involved.

- The terms “you”, “your”, “User”, and “Applicant” herein are defined and understood to be the person that requests an Image from the Collection through www.lactamedia.org and has read, understood, accepted and agreed to this Statement.

- Other webpages that are linked directly or indirectly to www.lactamedia.org (e.g. through hyperlinks) do not fall within the scope of this Statement. This Statement applies to the recording, processing and use of your personal data when you visit the Collection’s website and/or have any interaction with it and explains our practice in relation to the placement of cookies, including the types of cookies we use and how you can manage them.

- The Family Larsson-Rosenquist Foundation respects and values the privacy of everyone who visits the Collection’s website. Your personal data will be treated confidentially, and the Family Larsson-Rosenquist Foundation is committed to using reasonable measures to keep your information secure and will never sell your information or share it with third parties for marketing purposes but only on the basis of this Statement.

2. Anonymous Use of the Collection’s Website

- In principle, the Collection’s digital presence can be used without disclosing any personal data. Upon your first visit to the Collection’s website, the Family Larsson-Rosenquist Foundation asks you to agree to the placement of cookies on your device and the tracing of your user behaviour in order to better understand how visitors use the Collection’s website and to improve the information available on it.

- If you wish to remain completely anonymous you may select “Reject All Cookies” in the cookie banner or withdraw your consent at a later stage using the deactivation mechanisms further described in Section 6 to indicate that you are revoking your consent to the placement of cookies for the future. In that case, the Family Larsson-Rosenquist Foundation only collects certain anonymous data which is not directly connected to your person, such as recording the number of visitors to the Collection’s website, browsing patterns and interest areas, where relevant. This information may be analysed in order to be able to understand how visitors use the Collection’s website and to observe trends, statistics and the needs of our users for improvement of the Collection’s website.

- Unless indicated otherwise, the Family Larsson-Rosenquist Foundation only collects your personal data if you share this with us voluntarily, e.g. by sending a Request for an Image of the Collection.

- Without your express consent and unless indicated otherwise in this Statement, your personal data shared by you is solely used to the extent this is required for you to use the Collection’s website, including the processing of your Request or as required by law for the entire duration of processing your Request and beyond that in accordance with legal obligations for storage and documentation.
• In addition, the Family Larsson-Rosenquist Foundation may use any of your personal data received only in anonymised form (i.e., in a form that prevents you from being identified) for statistical purposes and for internal use for the purpose of improving the information presented. Your personal data will not be used for other purposes or processed beyond the scope of this Statement unless this is expressly permitted or prescribed by law.

3. Use of the Contact Form

• The Family Larsson-Rosenquist Foundation uses the contact form to collect the personal data that you voluntarily share with us, e.g. if you send us an enquiry or have a specific concern. Unless otherwise stated in this Statement your personal data will be used without your consent solely for the purpose of processing your concern/enquiry, e.g. in order to have the requested information sent to you, and not for other purposes unless this is expressly permitted or prescribed by law.

4. Newsletter Registration and Receipt

• Registering for LactaHub’s newsletter is voluntary. However, if you choose to register for such newsletter, the Family Larsson-Rosenquist Foundation requests your consent to the storage and processing of the following information: Salutation, first name, surname and email address. Such data is solely used to ensure you are provided with regular updates via email about LactaHub. As part of your registration, your consent is requested to the personalisation of the content of LactaHub’s newsletter to reflect your requirements and interests based on the stored data received from and about you.

• Following your registration for LactaHub’s newsletter you will receive an email confirmation with a link you need to click on to confirm your registration. This double activation process helps to ensure that the owner of the email account agrees to receive said newsletter.

• By registering for LactaHub’s newsletter you further consent to the Family Larsson-Rosenquist Foundation recording your use of such newsletters, such as openings and clicks, using an analysis tool of CleverReach GmbH & Co. KG., Schafjückenweg 2 in 26180 Rastede, Germany. This tool also records data on the forwarding of emails, undeliverable emails and logouts. The data recorded includes name, email address and location.

• Furthermore, the Family Larsson-Rosenquist Foundation uses other technical service providers in Switzerland or the EU who offer similar tools that help manage the newsletter subscription and associated communications and marketing services. Such service providers process this data solely on behalf of the Family Larsson-Rosenquist Foundation and according to its instructions and to facilitate the analysis of the use of such newsletter, personalise your newsletter-communications, compile reports about newsletter activities and for other statistical and analytical purposes related to the use of LactaHub’s newsletter. Your data will not be used for other purposes.

• Based on personal contacts with employees of the Family Larsson-Rosenquist Foundation or through your registration for LactaHub’s newsletter, your personal data is stored in the Family Larsson-Rosenquist Foundation’s address database which is hosted on servers in Switzerland and in Germany.

• The processing of your personal data helps the Family Larsson-Rosenquist Foundation to inform you about LactaHub’s work in the form of a newsletter. The data is not used commercially. This also encompasses the required legitimate interest in the processing of the data under Article 6(1)(f) GDPR.

• The Family Larsson-Rosenquist Foundation processes the following categories of personal data from you: First name, surname, email address, address and telephone number.

• Access to the data is restricted to those employees of the Family Larsson-Rosenquist Foundation who require this to achieve the aforementioned purpose.

• The Family Larsson-Rosenquist Foundation stores your personal data only for as long as is necessary and permissible to achieve the purpose specified in this Statement.

• You may unsubscribe from LactaHub’s newsletter at any time and revoke your consent with future effect by clicking on “unsubscribe” at the bottom of the newsletter email received, responding to the newsletter with “UNSUBSCRIBE” in the subject heading or via email or post to the contacts given in Section 14 of this statement.
5. Submitting a Request

- Submitting a Request for an Image of the Collection is voluntary. However, if you choose to submit such Request, the Family Larsson-Rosenquist Foundation gathers and processes personal data (such as your name, organisation, address, contact number, email address) carefully and exclusively for the purposes described in this Statement and only to the extent necessary within the framework of applicable legal provisions. The Family Larsson-Rosenquist Foundation stores your personal data exclusively to the extent and for the duration necessary to provide services in relation to your Request for an Image, or as required by law. Your data is treated confidential and, in close cooperation with the Family Larsson-Rosenquist Foundation’s hosting providers, the Family Larsson-Rosenquist Foundation makes every effort to ensure that databases are protected from unauthorised access, alteration, loss, misuse and falsification.

- The Family Larsson-Rosenquist Foundation processes and collects the personal data that they receive within the scope of a received Request for an Image of the Collection, in particular for verification that such Image is used exclusively for non-profit, educational, medical, or scientific use, and in a context that fairly and accurately represents the conditions such Image depict.

6. Use of Cookies

- The Collection’s website uses cookies and other similar techniques which can identify your browser or your device. When you visit the Collection’s website for the first time, a cookie banner will be displayed, requesting either your agreement or disagreement to the placement of such cookies on your device. You will need to either “Accept All Cookies” or “Reject All Cookies”. Such cookie banner informs you of the main purposes of cookies, about your options and where you can obtain further information.

- A cookie is a small text file with a short data sequences which is sent to your computer or stored automatically on your computer or mobile device by your web browser when you visit the Collection’s website. The Collection’s website uses cookies in order to better understand how a visitor uses such website and can improve the information available on it. You can view in your web browser’s log at any time which cookies are being run. You are entitled at any time to explicitly withdraw your consent to the insertion of cookies and recording of your data with future effect.

- In order to improve the Collection’s services other tracking technologies such as tracking pixels and web beacons may be used. These technologies are generally deployed jointly with cookies.

- Most browsers are set up to accept cookies as standard practice. You can change your settings so that cookies are categorically rejected, cookies already stored on your device are erased or you receive an alert before cookies are stored. Please consult the guidance for your browser or see www.aboutcookies.org or www.allaboutcookies.org about how to adjust or change your browser settings.

- Not permitting any cookies may affect the usability of the Collection’s website and some features and services may not be available to you.

7. YouTube Plugins

- For embedded videos, the Collection’s website contains YouTube plugins. YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA is owned by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. When you visit the Collection’s website that contains a YouTube plugin and watch a video, a connection to YouTube’s and/or Google’s servers is established, and cookies are installed on your computer. Your IP address might be sent to YouTube with the information that you have watched the video. Please note that as the provider of the Collection’s website, we are not aware of the content of the transferred data or its use by YouTube. Further information about YouTube’s data privacy policy can be found at [Add link: https://policies.google.com/privacy?hl=en].

- If you are logged into your YouTube account when visiting the Collection’s website, YouTube can attribute the visit to the Collection’s website to your YouTube account. To prevent YouTube from gaining access to your information about websites, please log off from your YouTube account or exclude YouTube plugins with an add-on for your browser.
8. Hosting Provider and Server Log Files
   - The providers of the Collection’s website, The Global Health Network (TGHN), NDM Research Building, Nuffield Department of Medicine, University of Oxford, Old Road Campus, Roosevelt Drive, Headington in Oxford OX3 7FZ, United Kingdom, and PhotoShelter, Inc., 111 Broadway, 19th floor in New York, NY 10006, USA, collect and automatically store information (such as IP address, browser type and browser version, operating system used, referrer URL, host name of the accessing computer and time of the server request) automatically sent by your browser in server log files. Such data cannot be directly attributed to specific people and is not combined with other data sources. The Family Larsson-Rosenquist Foundation reserves the right to review the aforementioned data subsequently if it became aware of specific indications of any unlawful use.

9. SSL encryption
   - The Collection’s website uses SSL encryption for security reasons and to protect transfers of confidential content such as the Request for an Image of the Collection you may send. An encrypted connection can be recognized by noticing a change in the browser address line from “http://” to “https://” and by the padlock symbol in the browser line. If SSL encryption is activated, data that you send via the Collection’s website cannot be read by third parties.

10. Use of Google Analytics
    - The Family Larsson-Rosenquist Foundation uses web analytics services on the Collection’s website such as Google Analytics which is a web-analysis service of Google Ireland Limited. Google Analytics allows the Family Larsson-Rosenquist Foundation to measure and evaluate the use of the Collection’s website. Therefore, permanent cookies are used. Normally, Google Ireland Limited sends all data generated by such cookies about your use of the Collection’s website to servers in Ireland and the USA and stores it there. However, the IP address sent from your browser in connection with Google Analytics is not linked to any other data managed by Google Ireland Limited.
    - You can prevent the data generated by the cookies from your use of the Collection’s website, including your IP address, from being recorded and can deactivate tracing by Google Analytics across all webpages by downloading a browser plugin here [add link: https://tools.google.com/dlpage/gaoptout?hl=en] and installing it. In such case an opt-out cookie is stored in your browser which prevents your use of the Collection’s website being tracked by Google Analytics. You will need to repeat the deactivation process if you delete all cookies stored on your device. Furthermore, you will need to carry out the deactivation process on each device you use to view the Collection’s website.
    - An overview of Google, Inc.’s data privacy provisions is available here [add link: https://policies.google.com/privacy?hl=en].

11. Sharing of your Personal Data
    - In some circumstances the Family Larsson-Rosenquist Foundation works together with external technical service providers who are authorised to carry out services on its behalf and in accordance with its instructions. These companies may be given access to your personal data but solely to the extent this is required for your use of the Collection’s website, including the performance of services such as the processing of your Request. Thus, the Family Larsson-Rosenquist Foundation may engage service providers to host the Collection’s website, store your data or analyse the data recorded. These service providers are not permitted to share your personal data with unauthorised third parties or use it for purposes other than as directed. Some of these service providers may be based in countries outside of Switzerland and the EU/EEA which do not guarantee the same level of data privacy as in your home country. However, the Family Larsson-Rosenquist Foundation has entered into corresponding agreements with these service providers in order to ensure that all necessary measures are taken for the protection of your personal data, in line with the applicable requirements. For further questions relating to the Family Larsson-Rosenquist Foundation’s service providers please contact the Family Larsson-Rosenquist Foundation as explained in Section 14 below.
    - Unless indicated otherwise as above, the Family Larsson-Rosenquist Foundation your personal data is neither transferred nor sold or otherwise transmitted to third parties in any form without your prior consent, unless the Family Larsson-Rosenquist Foundation is legally obliged to do so.
12. Storage of your Personal Data and Data Security

• Your data is stored on servers in Switzerland and/or the EU. Furthermore, providers of cloud services based outside of Switzerland and the EU/EEA, including in the USA, may be engaged to provide hosting services and process your data for storage, communications and marketing purposes. Given that the laws in the aforementioned countries may in certain circumstances not envisage the same level of data protection as is regarded as reasonable in Switzerland or the EU/EEA, the Family Larsson-Rosenquist Foundation has taken the necessary steps to ensure your personal data is properly handled and protected and to make sure that this is processed solely on the Family Larsson-Rosenquist Foundation’s account and in line with its instructions.

• Your personal data is treated confidentially and the Family Larsson-Rosenquist Foundation has implemented appropriate technical and organisational security measures in order to protect your personal data against any unauthorised sharing, unauthorised access, alteration, misuse and against accidental or unlawful destruction or loss.

13. General Data Protection Regulation (EU GDPR)

• In accordance with Article 27 DSGVO (Article 27 GDPR), in the European Economic Area (“EEA”) including the European Union (“EU”) and the Principality of Liechtenstein, Iceland and Norway, as an additional point of contact for supervisory authorities and data subjects for enquiries in connection with the GDPR, the Family Larsson-Rosenquist Foundation has the following data protection representation: VGS Datenschutzpartner UG, Am Kaiserkai 69, 20457 Hamburg, Germany. Its email address is info@datenschutzpartner.eu.

14. Your Rights and Contact

• According to the provisions of the current data protection legislation, you are entitled to request information on the collection and processing of your data and can seek its amendment, blocking or deletion. Furthermore, you may be entitled to restrict or refuse the further processing of your data on legitimate grounds or based on the right to data portability. At any time, you can revoke all consents given with future effect.

• In case of any concerns related to your personal data or if you have any questions about the recording or processing of your personal data, about the Collection’s website or this Statement, please contact the Family Larsson-Rosenquist Foundation at Rheinstrasse 1, 8500 Frauenfeld, Switzerland, via telephone +41 52 511 30 70 or via email info@larsson-roosenquist.org. Its online presence is located at www.larsson-roosenquist.org.

15. Amendments

• The Family Larsson-Rosenquist Foundation may amend this Statement without prior notice at any time as required. Such changes will become binding on you upon your first use the Collection’s website after the changes have been implemented. The version published on the Collection’s website is the version currently applicable and the Family Larsson-Rosenquist Foundation recommends to re-read this Statement on a regular basis.