

Privacy Policy

Overview

This policy governs the way Fertility Conference Limited obtains, uses, maintains, and discloses information collected from you. It is your responsibility to review and understand this Privacy Policy prior to providing your personal data to us. If you do not accept and agree to the Privacy Policy, please refrain from providing your personal data to us.

Who we are

Fertility Conference Limited is an international community of medical professionals, scientists and researchers interested in the field of fertility and reproductive health.

This Privacy Policy applies to all Fertility Conferences.

Fertility Conferences Registered address is 27 Mortimer Street, London, United Kingdom, W1T 3BL.

Purpose

This Privacy Policy explains when, why and how we collect personal information about users of Fertility Conferences Limited's services.

Fertility Conferences Limited is a "data controller". This means that we are responsible for deciding how we hold and use personal information about you. We are required under data protection legislation to notify you of the information contained in this privacy policy.

Our Commitment

Fertility Conferences Limited is fully committed to handling personal information in accordance with data protection legislation and data protection and information security best practices.

This means that your personal information will be:

- Processed lawfully, fairly, and in a transparent manner
- Collected for specified, explicit and legitimate purposes
- Only collected so far as required for our lawful purposes
- As accurate and up to date as possible
- Retained for a reasonable period of time, in accordance with retention policies
- Processed in a manner which ensures an appropriate level of security

How do we collect personal information?

We collect information about you in a central database when you use any of the following Fertility Conference Limited website or registration systems.

In addition, like most organisations that handle personal information, there are various ways in which we collect information from the people we deal with;

- Email and written correspondence

- Telephone discussions
- Social media
- Application forms and other information requests
- Direct contact at events and elsewhere

In nearly all instances, it will be obvious to you when we are collecting your personal data. We also collect information when you voluntarily complete surveys, provide feedback or provide personal images. Website usage information is collected using cookies. The personal information most commonly collected includes:

- Name and job title
- Contact details (including address, business address, e-mail – both work and personal, telephone number)
- Demographic information such as postcode, preferences and interests
- For visitors to our website – your IP address, and information regarding what pages are accessed and when
- Other information relevant to customer surveys and/or offers
- Records of enquiries, meetings and other direct engagement
- Copies of physical and electronic correspondence

We collect information about you when you register with us to attend Fertility Conferences.

Why do we collect personal information?

We may use your information to:

- Keep our delegate lists up to date
- Carry out our obligations arising from any contracts entered with you
- Notify you of updates, developments and changes to Fertility Conferences.
- Maintain your personal achievement records of awards, course completion certificates, attendance at conferences and webinars, and other participation
- Seek your views or comments on our conferences in order that we can improve them
- Send you communications which we think may be of interest to you. These may include information about events, conferences, or services delivered by Fertility Conferences Limited in pursuit of its educational objectives.

Marketing Activity

As a conference provider with specific educational objectives, we will contact you about Fertility Conferences Limited's future conferences, events and other Fertility Conferences Limited initiatives and news which we think will be of help in furthering your own, and Fertility Conferences Limited's, educational objectives. We will restrict our e-mail marketing activity

with you to the minimum required to keep you updated of Fertility Conferences Limited's developments and activities while being mindful not to burden you with excessive and unnecessary communications.

We will provide you with an opportunity to opt-out of the use of your personal information for these specific marketing purposes and will not share your information for marketing purposes with other organisations. Third parties commissioned by Fertility Conferences Limited, such as Conference Organisers and other 'joint data controllers' and 'data processors', will not share your personal information without your express permission.

We use your information collected from our website to personalise your repeat visits to the website.

What is the lawful basis for Fertility Conferences Limited's processing activities?

We will only process personal information where we believe we have a lawful basis to do so. The basis for processing will vary from activity to activity. In some instances, processing may have more than one lawful basis. The following information summarises the basis on which we process personal information:

- Processing is necessary for us to meet our legitimate interests as a company providing services to the users and delegates registered on our database
- Delivering services in pursuit of our educational objectives using our own IT applications and platforms and/or the services of 'joint data controllers' and 'data processors'
- Independent review of abstracts submitted for conferences, papers submitted for consideration
- Processing carried out in the public interest
- Regulatory activity
- Processing necessary for us to comply with our legal obligations
- Providing information to statutory bodies, independent auditors and law enforcement agencies.
- Processing necessary for the performance of a contract with our staff members and individuals enrolled on our conferences, courses and other
- Where we use third party suppliers for processing data such as maintenance of our website, online services and administration of conferences and other events
- Corresponding with delegates and users in respect of the delivery of our services within our terms and conditions e.g. corresponding with an individual in the run up to an imminent conference for which an individual has registered
- General administration for maintaining our delegate database

Third parties

We will not sell or rent your information to third parties and we will not share your information with third parties for marketing purposes.

When we use third party service providers, we disclose only the personal information that is necessary to deliver the service. A contract is in place that requires them to keep your information secure and not to use it for their own direct marketing purposes.

We may transfer your personal information to a third party if we are under a duty to disclose or share your personal data to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our delegates. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

When you are registering via our website, your transaction is processed by a third-party payment processor who specialises in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please contact us.

We may share certain delegate information with third parties where required for the delivery and funding of our events.

For events supported by destination partners or funding bodies, this may include sharing your name, email address and country of residence with organisations such as Visit Belfast and Tourism Northern Ireland. This is for the purposes of verifying attendance, evaluating the event, and supporting destination marketing and funding requirements.

These organisations may appoint third-party service providers to contact a sample of delegates to confirm attendance. All such processing will be carried out in accordance with applicable data protection legislation.

How long do we retain personal information?

The periods for which we retain personal information depends on the purpose for which the information was obtained but, in general terms, we will retain personal data for so long as required by law, or as may be required for record keeping and legal claims purposes.

Where do we store personal information?

Information which you provide to us will ordinarily be stored on secure servers. However, we do work with third party contractors, some of whom host and operate certain features of the website. By submitting personal information, you agree to this storing and processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

Personal information is mostly processed by our staff online. To allow us to operate efficient digital processes, we need to store data in secure servers which are linked to cloud based services. We also work with third party contractors, some of whom host and operate certain features of the website. By submitting your personal data, you are agreeing to this transfer, storing or processing.

To ensure that your personal information does receive an adequate level of protection we have put in place appropriate measures to ensure that your personal information is treated by those third parties in a way that is consistent with and which respects the EU and UK laws on data protection: For example a binding data sharing agreement which includes data access, data security and information sharing clauses. If you require further information about these protective measures, you can request it using the contact details below.

IP Addresses

We may collect information about the computer or device which is used to access our website. We use this information to improve the user experience and to help us better understand the ways in which our website is used. This may include information about:

- The computer or device type
- IP address
- Operating system
- Browser type and version
- Time zone setting and browser plug-in types and versions

This is statistical data about our users' browsing actions and patterns. It is collected on an anonymous, aggregated basis, and does not identify individual users security precautions in place to protect the loss, misuse or alteration of your information.. We have put in place suitable physical, technical and organisational procedures to safeguard and secure the information we collect. When you are on a secure page, a lock icon will appear on the URL bar of the web browser such as Microsoft Internet Explorer, or the web address will start https://Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Profiling

We may analyse the personal information which you have submitted to create a profile of your interests and preferences so that we can develop our conferences to best suit the needs and requirements of our delegates.

Cookies

Our website makes use of cookie files to distinguish you from other users of our site, to provide you with a bespoke user experience tailored to your individual preferences. A cookie file (a small file of letters and numbers) will be placed on your computer or other access device each time you visit our site.

We also use analytical cookie files. These allow us to recognise and count the number of visitors to our site and to see how visitors move around our site when they are using it. This helps us to improve the way our site works, for example, by ensuring that users are finding what they are looking for easily.

If you wish to delete any such cookie files, please refer to the instructions for your file management software to locate the file or directory that stores cookies. Our cookies will contain the domain name fertilityconferences.org within the file name.

You may refuse to accept cookie files when visiting our site, by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you choose this setting, you may not get an optimal website experience and be unable to access certain parts of our site.

Other Websites

Our website and emails may contain links to other websites, such as other fertility organisations or carefully selected useful databases or partner organisations. We are not responsible for the content or practices of these other sites and we recommend that you check their own privacy policies. Your rights where we are processing your information in the UK and EU data protection legislation gives certain rights to UK and EU citizens whose information is being collected by Fertility Conferences Limited and processed by our approved partners. The following is a quick summary of these rights:

- Access to your information – you have the right to request a copy of the personal information about you that we hold. If you would like a copy of some, or all, of your personal information, please email or write to us at the address shown below.
- Correcting your information – we want to make sure that your personal information is accurate, complete, and up to date, and so you may ask us to correct any personal information about you that you believe does not meet these standards
- Deletion of your information – you have the right to ask us to delete personal information about you where:
- You consider that we no longer require the information for the purposes for which it was obtained
- We are using that information with your consent and you have withdrawn your consent – see ‘withdrawing consent to using your information’ below
- You have validly objected to our use of your personal information – see ‘objecting to how we may use your information’ below
- Our use of your personal information is contrary to law or our other legal obligations
- Objecting to how we may use your information – you have the right at any time to require us to stop using your personal information for marketing or newsletter purposes. In addition, where we use your personal information to perform tasks carried out in the public interest, or in exercising official authority vested in us then, if you ask us to, we will stop using that personal information unless there are overriding legitimate grounds to continue
- Restricting how we may use your information – in some cases, you may ask us to restrict how we use your personal information. This right might apply, for example, where we are checking the accuracy of personal information about you that we hold or assessing the validity of any objection you have made to our use of your information. The right might also apply if we no longer have a basis for using your personal information but you don't want us to delete the data. Where this right is validly exercised, we may only use the relevant personal information with your consent, for legal claims, or where there are other public interest grounds to do so

- Withdrawing consent to using your information – where we use your personal information with your consent, you may withdraw that consent at any time, and we will stop using your personal information for the purpose(s) for which consent was given. Please contact us in any of the ways set out in the ‘contact information and further advice’ section if you wish to exercise any of these rights.

Changes to our Privacy Policy

We keep this policy under regular review and will place any updates on this website.

Paper copies of the privacy statement may also be obtained by emailing fertility@serenevents.com

This privacy statement was last updated in March 2026.

Your choices

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us you can choose to ‘opt out’ from further marketing communications by selecting the ‘opt out’ option which is provided on every communication from Fertility Conferences Limited.

You can also change your marketing preferences at any time by contacting us by e-mail: fertility@serenevents.com.

Contact Information and further advice

If you have any questions which are not covered in this policy, please email us at fertility@serenevents.com. To help us deal with your query as quickly as possible, we recommend that you include the following in the e-mail subject ‘GDPR Data Request’. If you would prefer to submit your questions in writing, please write to us at 27 Mortimer Street, London, United Kingdom, W1T 3BL.

Complaints

While we seek to resolve directly all complaints about how we handle personal information, you also have the right to lodge a complaint with the Information Commissioner's Office, [Contact us - public | ICO](#).