



The ASCEND project

ASsessing paediatric Caseload Complexity
and Enteral Nutrition Demand

Website Privacy and Cookie Notice

Document-control field Details

Document title	ASCEND Website Privacy and Cookie Notice
Purpose	To explain how information relating to visits to the ASCEND website is processed, including website hosting, access logging, security, caching, cookies or similar technologies, and third-party or embedded content.
Intended audience	Visitors to the ASCEND website, together with authorised BDA reviewers and ASCEND project leads.
Information classification	Public-facing privacy and cookie information. To be published on the ASCEND website following BDA approval.
Data controller	British Dietetic Association (BDA)
Document owner	British Dietetic Association (BDA)
Prepared by	Alia S. Torreadrado, ASCEND Data Analyst and Consultant, trading as Claritas Data Lab
Status	Draft for BDA approval
Version	final
Date prepared	2 nd September 2026
Supersedes	Earlier working drafts of the ASCEND Website Privacy and Cookie Notice
BDA decision	Approved
Approved by	Carlena Probert-Baulch, BDA Manager
Approval date	7 th Sept 2026
Conditions or actions attached to approval	None
Effective date	The date on which the approved notice is published on the ASCEND website, 9 th Sept 2026
Next review	Before public launch; before any Power BI report or other third-party content is activated; whenever website technologies or processing arrangements materially change; and before the website is closed, transferred or deleted.

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1. About this notice and ASCEND

The ASCEND website is provided through the British Dietetic Association (BDA) subdomain hef.bda.uk.com. This notice explains the processing specific to the ASCEND website, including hosting and security logs, contact with the project, Champion profiles, cookies and optional Microsoft Power BI content.

The BDA is the data controller. Alia S. Torreadrado, trading as Claritas Data Lab, operates the website and processes relevant information in her commissioned ASCEND role and on the BDA's documented instructions. This notice supplements the BDA Website Privacy Policy.

BDA Website Privacy Policy: www.bda.uk.com/about-us/website/privacy-policy.html

2. Website hosting and access material

The ASCEND WordPress website is hosted by Krystal Hosting. When a person visits the website, Krystal creates ordinary server-access logs containing:

- the date and time of the request;
- the visitor's IP address;
- the request type and requested page or URL;
- the HTTP protocol and response status code;
- the size of the response; and
- browser and device information contained in the user-agent string.

Krystal has confirmed that these access logs are retained for 90 days and processed on its own platform within the United Kingdom. They support website delivery, fault investigation, service monitoring and security. ASCEND does not use them to identify survey respondents or for advertising, behavioural profiling or individual engagement monitoring.

3. Website security and caching

Krystal provides and manages Patchstack protection and LiteSpeed Web ADC as part of the hosting environment. Patchstack helps identify and block vulnerabilities and malicious traffic and may process IP addresses, request details, timestamps, browser or device information and information associated with a suspected security event where necessary. LiteSpeed Web ADC caches and delivers website content efficiently.

These are essential applications and are not used by ASCEND for advertising, behavioural profiling or survey analysis. QUIC.cloud is not active. Krystal acts as the hosting processor and manages Patchstack and the caching infrastructure within its service arrangements.

4. Legal grounds

The proposed lawful basis for necessary website hosting, access logging, security, fault investigation and project administration is the legitimate interests of the BDA and ASCEND under Article 6(1)(f) UK GDPR and, where EU GDPR applies, Article 6(1)(f) EU GDPR. The interests are maintaining the security, integrity, availability and proper operation of the project website and responding to enquiries.

Consent is used for optional public Champion profiles and for any non-essential cookies or similar technologies where consent is legally required.

5. Cookies and similar technologies

Testing of the current public website in a new private browser session has not identified public-visitor cookies, Local Storage, Session Storage, Set-Cookie response headers, analytics, advertising, behavioural tracking, QUIC.cloud activity or automatically loaded third-party resources. The requests observed during that test were made through the ASCEND domain.

WordPress may use necessary login and security cookies for authorised administrators. These do not ordinarily apply to public visitors. Server-access logs are not cookies and do not place information on a visitor's device.

The BDA has decided that the website will nevertheless display a privacy and cookie banner. While the present configuration contains no identified non-essential visitor cookies, the banner is informational: it directs visitors to this notice and does not imply that consent is required for technologies that are not in use.

Visitors can also use their browser settings to block or delete cookies. Blocking a necessary technology may prevent a requested website function from operating.

6. Microsoft Power BI embedded interactive report

ASCEND intends to use Microsoft Power BI publish to web to show provisional interactive visualisations. The public report will use a separate semantic model containing only aggregate, disclosure-controlled information. It will not contain survey-response rows, confidential linkage codes, identifiable free text or respondent-level data.

Publish to web is public: anyone may view the report without authentication and may access it through a direct Microsoft URL. Only information considered safe for unrestricted public access will therefore be included.

Loading the interactive report will connect the visitor's browser to Microsoft-controlled domains. Microsoft states generally that many areas of Power BI require third-party cookies, but it does not provide a definitive cookie inventory for every Publish to web implementation. ASCEND will therefore test the actual implementation rather than assert that particular cookies are always present.

The report will be treated as optional third-party content and will not be intended to load automatically. ASCEND will first use Microsoft's native Placeholder image and View interactive content facility. It will be retained only if testing confirms that the report and associated Microsoft requests are deferred until the visitor selects the button. Otherwise, an ASCEND-hosted static placeholder and user-initiated link, or another effective controlled-loading method, will be used without an additional WordPress plugin where practicable.

Before activation, visitors will be told that loading the report connects them to Microsoft and may involve cookies or comparable browser technologies. Testing will be repeated before publication, both before and after activation, and this notice and the visitor controls will be updated to reflect the observed processing.

7. Interim information cautions

The Power BI visualisations are provisional snapshots. They may change as responses are received, corrected or updated; they are descriptive rather than final analysis; and apparent differences, trends or associations may change following validation, statistical analysis and triangulation with other variables. They must not be treated as final evidence of safe or unsafe staffing, workload or caseload.

Viewers will be asked not to reproduce, republish or use the interim material independently. Because Publish to web is public, this request cannot technically prevent copying or sharing. Only publication-safe aggregate information will therefore be displayed.

8. Microsoft Forms and external links

The website links to the ASCEND surveys hosted in Microsoft Forms and may link to other external resources. Selecting an external link transfers the visitor to the destination service, whose privacy and cookie information also applies.

ASCEND does not intentionally link website access logs with Microsoft Forms responses. Survey processing is explained separately in the ASCEND Survey Privacy Notice shown before participation.

9. Contacting ASCEND

The website does not contain a public contact form. If a visitor contacts ASCEND by email, telephone or SMS, the project may receive the contact details and information included in the communication. This information is used to respond, provide support and maintain an appropriate project record.

Please do not include patient-identifiable or unnecessary sensitive information. A person may telephone without giving a name and may withhold caller identification. Email and SMS are not anonymous because an email address or telephone number will normally be visible.

10. ASCEND Champion profiles

With each Champion's specific consent, the website may publish selected profile information such as their name, professional title, photograph, biography, nation or area represented and, if separately agreed, a professional email address. Publication is optional and is not linked to survey responses.

Champions receive a separate ASCEND Champion Publication and Privacy Notice and make a separate choice about each profile element. They may change or withdraw their consent for future publication at any time.

11. Service providers and international access

Relevant providers include Krystal Hosting and its managed website-security and caching services, Microsoft where Forms or Power BI content is selected, and authorised technical-support providers where required. They process information under their applicable contractual and privacy arrangements.

The ASCEND website is publicly accessible and may be viewed outside the United Kingdom. Where personal data from the Republic of Ireland are transferred to the United Kingdom, the transfer may rely on the European Commission's renewed UK adequacy decision of 19 December 2025 while that decision remains in force. Microsoft processing may involve other locations subject to its contractual transfer safeguards.

12. Retention and website closure

Krystal server-access logs are retained for 90 days. Security-event information is retained only for the period required to protect and investigate the service under the approved hosting arrangements. Enquiry records and Champion consent records are retained according to their purpose and the BDA's approved records-retention arrangements.

The ASCEND website is expected to operate for the study and its outcome-dissemination period and to close within approximately 12 months from launch. On closure, public content and active embedding arrangements will be removed and the hosting environment deleted or transferred as authorised. Closure does not automatically remove copies previously downloaded, cached or independently archived, or records that the BDA must retain for governance, legal or accountability purposes.

13. Your rights and contacts

Where personal data are processed, individuals may have rights of access, correction, erasure, restriction, objection and, where consent is used, withdrawal. These rights are not absolute and depend on the circumstances.

ASCEND project contact

Email: projects@claritas-datalab.com

Telephone: 07480 064575

BDA data-protection enquiries

Email: info@bda.uk.com

Address: British Dietetic Association, 3rd Floor, Interchange Place, 151-165 Edmund Street, Birmingham B3 2TA

UK complaints: [Information Commissioner's Office](#)

Republic of Ireland complaints: [Data Protection Commission](#)

14. Review and changes

This notice will be reviewed when Power BI is implemented and whenever the website, plugins, providers, embedded content, legal position or retention arrangements materially change. The current version and date will be published on the website.

15. Further information

- [Microsoft - Publish to web from Power BI](#)
- [Microsoft - Supported browsers for Power BI](#)
- [Information Commissioner's Office - cookies and similar technologies](#)
- [European Commission - adequacy decisions](#)