

# Privacy Policy of The Cheryl King (Hirst )Trust

## Safeguarding Your Data

The Cheryl King (Hirst ) Trust (the “Trust”) take the security of your personal data and the safeguarding of your privacy seriously. The data that we collect, process and use is treated in accordance with this Privacy Policy, the General Data Protection Regulations 2016, the Data Protection Act 1998 and the Privacy and Electronic Communications Regulations 2003. We aim to be clear how we collect and use your data and not to do anything with it that you would not reasonably expect.

By applying for or accepting a bursary funded by the Trust, signing up for our mailing list, or by accepting our Privacy Policy and Website Terms and Conditions when you visit our web site, you give the Trust your consent to the collection, storage and use of your personal data in accordance with this Privacy Policy and agree to the use of cookies

## How do we collect Information?

We may collect personal information from you when:

- you visit our website
- you apply for or accept a bursary or other form of support from us
- you sign up to our mailing list
- you donate to the trust
- you enquire about our activities via direct emails, web forms, phone conversations, post or social media
- or you otherwise provide us with personal information.

Whenever you give us personal information, you are consenting to its collection and use in accordance with this policy, including our use of cookies.

## What Personal Information Do We Collect About You and How is it Used?

It is not compulsory, and you have no statutory or contractual obligation to provide any of this information. However, should you choose not to, then the Trust may from a practical perspective not be able to communicate with you or provide you with bursaries or other support.

We may collect your name, postal address, email address, telephone numbers, country of residence, bank or credit card details, financial information, details of your circumstances and other information that you choose to provide to us.

We may then use that information to:

- provide you with bursaries or other forms of support
- keep a record of your relationship with us

- administer any bursary, grant or supporter schemes
- send you information by post, telephone - and if you have given your consent, electronic means - about the trust, our activities and events, our website, policies and occasionally about the products and services of our supporters.
- improve our understanding of our supporters and beneficiaries
- run, administer, operate and make improvements to our charitable activities

## **Electronic Marketing**

We will not send you marketing or fundraising information by email or other electronic means of communication without your express opt-in consent.

## **Sharing your personal information**

Your personal information may be passed to third parties who provide services to us or with whom we run events or activities but only for the purposes and uses of the Trust outlined above (e.g. to companies providing us with banking, data-processing, and email distribution services). In such circumstances, we will wherever appropriate and feasible review their data protection policies and seek to obtain appropriate confidentiality and data-use undertakings to ensure appropriate protections for your data. .

Except as set out above, and unless obliged to do so by law, we will not share your information with third parties (including for their marketing purposes) without your express consent.

## **Unsubscribing or withdrawing consent**

You can choose at any time to unsubscribe from marketing and fundraising communications by simply clicking the 'unsubscribe' link found in all of our marketing emails.

You also have a right to ask us to stop processing your personal data if your consent is required for that processing. To request this simply email the Trust at [m.windham@ntlworld.com](mailto:m.windham@ntlworld.com)

## **Sensitive Information**

Some of the information which we collect from you (for example where you apply for a bursary or support from us) may constitute sensitive personal data e.g. regarding ethnicity. We will only ever use this in accordance with this policy and shall maintain necessary measures to protect this information and its confidentiality. We will only use stories and sensitive information about specific individuals where we have the consent of that individual or their parents or guardians.

## **Security**

We will ensure that the personal information that you provide will be held securely, that there are appropriate technical controls in place to protect it and that only appropriately trained volunteers and contractors have access to that information.

Unfortunately, the transmission of information via the internet to us is not completely secure. Although we will do our best to protect your personal information once we receive it, we cannot guarantee the security of your information as it is transmitted to our site and related servers . Once

we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## **Users Under 16**

The age of 'data consent' is 16. Therefore where under 16's are engaging with the Trust it must be their parents/guardians providing that young person's personal data and consenting to our use of that data.

## **Links to Third Party Websites**

The Trust is not responsible for the privacy notices and practices of other websites even if accessed using links from our website. We recommend that you read their privacy policies.

## **Transfer of your personal information outside the European Economic Area**

Whilst the computer servers used to facilitate our website are located in the UK, by the nature of the Internet it is possible that the personal information you provide to the Trust may be transferred to countries outside the European Economic Area (EEA). For example, some of our suppliers including Dropbox and Mailchimp may run their operations outside the European Economic Area (EEA). We will take steps to try to ensure that they provide an adequate level of protection in accordance with the GDPR. By submitting your personal information to us you agree to this transfer, storing or processing at a location outside the EEA (including in the United States).

## **How can you access the information we hold about you?**

You have the right to know what personal information we hold about you, and request to receive a copy of that information. To make a request, please send a description of what you want to see and proof of identity and address to Marianne Windham by email at [m.windham@ntlworld.com](mailto:m.windham@ntlworld.com). We will seek to respond within 30 days of receiving your request .

## **Contacting Us and Updating Your Personal information**

We endeavour to keep your personal data accurate and up-to-date. If your information changes, you become aware of errors or inaccuracies, or if you have any questions about this Privacy Policy, please email the Trust at [m.windham@ntlworld.com](mailto:m.windham@ntlworld.com).

## **Complaints**

Any complaints about this Policy or the use of your data should be made in the first instance by email addressed to Marianne Windham at [m.windham@ntlworld.com](mailto:m.windham@ntlworld.com) but you also have the right to complain to the Information Commissioner's Office (ICO).

## **Changes to this policy**

This Policy was last updated in November 2019

This Privacy Policy may change from time to time so you may wish to check it whenever you visit our website. If we make material changes, we will make this clear on our website or contact you directly.