

HOME-START ROCHDALE BOROUGH- PRIVACY POLICY

Home-Start Rochdale Borough understands the importance of protecting your personal information and we will use our best endeavours to safeguard your privacy. This policy explains our data processing practices, what information we gather, how that information will be used and who will have access to it. It also explains how we use cookies on our website and gives our contact details, should you wish to get in touch with us.

Using personal information allows us to develop a better understanding of our supporters and, in turn, provide you with relevant and timely information about the work that we do. As a charity, it also helps us to engage with potential donors and supporters.

We use your information in accordance with all applicable laws concerning the protection of personal information. This policy explains:

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your information to third parties
- Our use of cookies to improve your use of our website
- Information about how we keep your personal information secure, how we maintain it and your rights to be able to access it.

If you have any comments or concerns regarding this policy please contact the data protection controller in writing at the following address:

**Data Protection Controller
Home-Start Rochdale Borough
Office 15-17, Arrow Mill, Queensway, Rochdale, OL11 2YW**

WHO WE ARE

Home-Start Rochdale Borough, is a volunteer-led family support charity. Our registered charity number in England and Wales is 1107258 and we are also registered as a company in England and Wales under registration number 5282419

It is one of six Home-Start charities operating across Greater Manchester. Whilst each Home-Start is an individual charity in its own right, on occasion all six Home-Starts work in collaboration with each other.

WHAT INFORMATION DO WE COLLECT?

We collect various types of information and in a number of ways, appropriate to the service you require:

Information you give us

When you register on our website, join our mailing list, enquire about volunteering, or make a donation, for example, we'll store personal information you give us such as your name, email address, postal address, telephone number and card details. We will also store a record of your purchases and donations and other requests you may make of us.

Information about your interactions with us

For example, when you visit our website we collect information about how you interact with our

content and ads. When we send you a mailing we store a record of this and, in the case of emails, we keep a record of which ones you have opened and which links you have clicked on.

Information from third parties

We occasionally receive information about you from third parties. For example, we may use third party research companies to provide general information about you, compiled using publicly available data.

Sensitive personal data

Data protection law recognises that certain categories of personal information are more sensitive, such as health information, race, religious beliefs and political opinions. We do not usually collect this type of information about our supporters unless there is a clear reason for doing so.

LEGAL BASIS

There are three bases under which we may process your data:

Contract purposes

When you make a purchase from us or make a donation to us, you are entering into a contract with us. In order to perform this contract we need to process and store your data. For example we may need to contact you by email or telephone in the case of problems with your payment/donation for instance.

Legitimate business interests

In certain situations we collect and process your personal for purposes that are in our legitimate organisational interests. However we only do this if there is no overriding prejudice to you by using your personal information in this way. We describe below all situations where we may use this basis for processing.

With your explicit consent

For any situations where the two bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

MARKETING COMMUNICATIONS

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as what fundraising events you have booked for in the past.

With your explicit consent we may contact you about our work by email, post and/or telephone. You can update your communications preferences at any time using the contact details at the end of this policy. In addition, we will provide you with an option to unsubscribe in every email that we send you. Please bear in mind that this does not apply to emails, postal communications or telephone calls that we may need to make to you related to your donations for instance (as above).

FUNDRAISING COMMUNICATIONS

We aim to communicate to you about our fundraising appeals, events, supporter schemes and updates on how your donations are supporting our work. To do this we use data that we have stored about you, such as any donations you have made, what events you have booked for in the past as well as any preferences you may have told us about.

With your explicit consent, we will contact you by email, post or phone. You are able to opt in or opt out of receiving Fundraising communications separately from consenting to Marketing communications and at any time.

You can update your communications preferences at any time using the contact details at the end of this policy. In addition, we will provide you with an option to unsubscribe in every email and letter that we send to you. Please bear in mind that this does not apply to emails, postal communications or telephone calls that we may need to make to you related to your donations. For example, if you make a donation we will contact you to express thanks and ask for Gift Aid if applicable.

OTHER PROCESSING ACTIVITIES

In addition to marketing and fundraising communications, we also process personal information in the following ways that are within our legitimate organisational interests:

- We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible.
- We may analyse data we hold about you in order to identify and prevent fraud.
- In order to improve our website we may analyse information about how you use it and the content and ads that you interact with.
- We may use profiling techniques or third party wealth screening and insight companies to provide us with information about you that will help us to communicate in a relevant way with you, in particular when we are approaching you about potential philanthropic support. Such information is compiled using publicly available data about you.
- We may also process information in order to fulfil our statutory obligations and regulatory responsibilities.

In all of the above cases we will always keep your rights and interests at the forefront to ensure they are not overridden by your own interests or fundamental rights and freedoms. You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details at the end of this policy. Please bear in mind that if you object this may affect our ability to carry out tasks above that are for your benefit.

THIRD PARTIES

There are certain circumstances under which we may disclose your personal information to contracted third parties. These are as follows:

- To the subsidiaries described above when it is necessary for them to be able to provide you with products or services that you've requested.
- To our own service providers who process data on our behalf and on our instructions. In these cases we require that these third parties comply strictly with our instructions and data protection laws, for example around security of personal data. Our service providers are:
- Where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

COOKIES

Cookies are small text files that are placed on your computer or mobile device. They are created when you visit a website that uses cookies and are stored in the memory (session cookies) or hard drive (persistent cookies).

They are widely used in order to make websites work, or work more efficiently, as well as to provide information about the visitor's experience and interests.

The information is generally used to make content, services and advertising more relevant and useful. Cookies cannot give access to your computer or any information stored on your computer.

You can disable cookies in your browser user settings. However, many websites will not function properly without them. For more details about cookies visit www.allaboutcookies.org

HOW HOME-START ROCHDALE BOROUGH'S WEBSITE USES COOKIES

This website uses different types of Cookies:

Strictly Necessary Cookies

These cookies enable you to purchase tickets from our website. The website would not function without them.

Functionality Cookies

If you would like to use the additional functionality of our site, like Facebook or Twitter share buttons, you should be aware that these third party services use cookies. We include these functions because they provide an enhanced experience for visitors like watching video clips, or sharing information about upcoming events on social media. Twitter Tweet and Facebook Like buttons only use cookies if you are logged into their respective sites.

Analytics Cookies

We use Google Analytics, which uses cookies to map visitors' journeys on our site. This information is used for statistical analysis by Home-Start Rochdale Borough, to help us understand more about the way visitors use our site. Home-Start Rochdale Borough will not (and will not allow any third party) to use Google Analytics to track or to collect any personally identifiable information of visitors to our site. We will not associate any data gathered from this site with any personally identifying information from any source as part of our use of Google Analytics. Google will use Analytics information for tracking users' visits across different websites unless you have updated your settings in your Google Account. Find out more about taking control of your Google privacy settings here.

Remarketing Cookies

Home-Start Rochdale Borough carries cookies to enable us to engage in remarketing. Remarketing allows us to show ads to users who've previously visited our website as they browse the web. This may take the form of showing you an advert for volunteer recruitment you have looked at on the Home-Start Rochdale Borough website. You can use Ads Settings to manage the Google ads you see and opt out of Ads Personalisation.

LINKS TO OTHER SITES

This privacy policy does not cover the links within this website linking to other sites.

YOUR DEBIT AND CREDIT CARD INFORMATION

If you use your credit or debit card to purchase from us or to make a donation, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS). You can find more information about this standard here <https://www.pcisecuritystandards.org/>.

MAINTAINING YOUR PERSONAL INFORMATION

We store your personal information indefinitely such that for any subsequent purchases/donations you make we are able to link them back to the record that we hold for you on our system.

If there are aspects of your record that are inaccurate or that you would like to remove, please use the contact details at the end of this policy.

Any objections you make to any processing of your data will be stored against your record on our system so that we can comply with your requests.

SECURITY OF YOUR PERSONAL INFORMATION

We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible. We will ensure that any third parties we use for processing your personal information do the same.

YOUR RIGHTS TO YOUR PERSONAL INFORMATION

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected. Please use the contact details at the end of this policy if you would like to exercise this right.

CONTACT

If you have any comments or concerns regarding this policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests, please contact the data protection controller in writing at the following address:

Data Protection Controller

Home-Start Rochdale Borough

Office 15-17, Arrow Mill, Queensway, Rochdale, OL11 2YW

You may view Home-Start Rochdale Borough Data Protection Registration (registration number: Z9474149) by visiting the [Data Information Commissioner's Website](#).

