



## Privacy Policy

### 1. INTRODUCTION

Brathay Trust (Charity Number 1021586) is committed to protecting your privacy and security. This policy explains how and why we use your personal data, to ensure you remain informed and in control of your information.

This Privacy Policy applies to anyone that the Trust comes into contact with, including but not exclusively; members, volunteers, participants, clients, customers, the general public, professional contacts.

Brathay Trust asks its supporters to “opt-in” for marketing communications and research. This means you’ll have the choice as to whether you want to receive these messages and be able to select how you want to receive them (email, phone, or post).

You can decide not to receive communications or change how we contact you at any time. If you wish to do so please contact the Trust by emailing [hello@brathay.org.uk](mailto:hello@brathay.org.uk) or in writing addressed to the Finance Director, Brathay Trust, Brathay Hall, Ambleside, Cumbria, LA22 0HP.

We will **never** sell your personal data, and will only ever share it with organisations we work with where necessary and if its privacy and security are guaranteed.

**Questions?** Any questions you have in relation to this policy or how we use your personal data should be addressed to the Finance Director, Brathay Trust, Brathay Hall, Ambleside, Cumbria, LA22 0HP.

### 2. ABOUT US

In this policy wherever you see the words ‘the Trust’, ‘we’, ‘us’ or ‘our’ it refers to Brathay Trust and any other wholly owned subsidiary companies.

### **3. WHAT INFORMATION WE COLLECT**

#### **Personal data you provide**

We collect data you provide to us in the course of our usual operations. This includes information you give when joining or communicating with us. For example:

- personal details (name, date of birth, email, address, telephone etc.) when you become a participant, client, customer, volunteer, member, donor or supporter
- financial information (payment information such as credit/debit card or direct debit details, and whether donations are gift-aided. Please see **section 10** for more information on payment security) and
- details of your interests and preferences (such as campaigns or the ways you support us).
- Medical and emergency contact details when you register to volunteer with us or attend an event or course when this is necessary.

#### **Information created by your involvement with the Trust**

Your activities and involvement with the Trust will result in personal data being created. This could include details of how you've helped us by volunteering or being involved with our campaigns and activities.

If you decide to donate to us then we will keep records of when and how much you give to a particular cause.

#### **Information we generate**

We conduct research and analysis on the information we hold, which can in turn generate personal data. For example, by analysing your interests and involvement with our work we may be able to build a profile which helps us decide which of our communications are likely to interest you. **Section 7** contains more information about how we use information for profiling and targeted communications.

#### **Information from third parties**

We sometimes receive personal data about individuals from third parties. For example, if we are partnering with another organisation (e.g. you provide your information to another charity we're collaborating with on a project). Also, as explained in **Section 5**, we may use third parties to help us conduct research and analysis on personal data (and this can result in new personal data being created).

Your information may be shared with us by independent third parties when you have indicated that you wish to support the Trust with your consent (for example, Justgiving or Virgin Money Giving). You should check their Privacy Notice when you provide your information to understand fully how they will process your data.

We may collect information from social media where you have given us permission to do so, or if you post on one of our social media pages.

#### **Sensitive personal data**

We do not normally collect or store sensitive personal data (such as information relating to health, beliefs or political affiliation). However there are some situations where this will occur (e.g. if you volunteer with us or attend a course or if you have an accident on one of our courses). If this does occur, we'll take extra care to ensure your privacy rights are protected.

### **Accidents or incidents**

If an accident or incident occurs on our property, at one of our events or involving one of our staff (including volunteers) then we'll keep a record of this (which may include personal data and sensitive personal data). We may also be required to share this with the appropriate statutory bodies and partners.

### **Volunteers**

If you are a volunteer then we may collect extra information about you (e.g. references, criminal records checks, details of emergency contacts, medical conditions etc.). This information will be retained for legal reasons, to protect us and you (including in the event of an insurance or legal claim) and for safeguarding purposes.

## **4. HOW WE USE INFORMATION**

We only ever use your personal data with your consent, or where it is necessary in order to:

- enter into, or perform, a contract with you
- comply with a legal duty
- protect your vital interests
- for our own (or a third party's) legitimate interests, provided your rights don't override these.

In any event, we'll only use your information for the purpose or purposes it was collected for (or else for closely related purposes):

### **Marketing**

We use personal data to communicate with people, to promote the Trust and to help with fundraising. This includes keeping you up to date with our news, updates, campaigns and fundraising information. For further information on this please see **Section 6**.

### **Administration**

We use personal data for administrative purposes (i.e. to carry on our charity work). This includes:

- receiving donations (e.g. direct debits or gift-aid instructions)
- maintaining databases of our volunteers, members and supporters
- performing our obligations under contracts
- fulfilling orders for goods or services (whether placed online, over the phone or in person)
- helping us respect your choices and preferences (e.g. if you ask not to receive specific or marketing material, we'll keep a record of this).

### **Internal data analysis**

We carry out analysis of the data from our supporters, donors and volunteers, to determine the success of campaigns and appeals, better understand behaviour and responses and identify patterns and trends. This helps inform our work and makes the Trust a stronger and more effective organisation. Understanding our clients, customers and supporters, their interests and what they care about also helps us provide a better experience (e.g. through more relevant communications).

### **Anonymised data**

We may aggregate and anonymise personal data so that it can no longer be linked to any particular person. This information can be used for a variety of purposes, such as research, evidencing our impact, recruiting new clients, customers and supporters or to identify trends or patterns within our existing client base. This information helps inform our actions and improve our campaigns, products/services and materials.

## 5. DISCLOSING AND SHARING DATA

We will **never** sell your personal data. If you have opted-in to communications, we may contact you with information about our partners, or third party products and services, but these communications will always come from the Trust and are usually incorporated into our own communications (e.g. leaflets or articles in magazines or email newsletters).

We may share personal data with subcontractors or suppliers who provide us with services. For example, if you order something from the Trust's online shop, your name and address may be shared with a delivery company. However, these activities will be carried out under a contract which imposes strict requirements on our supplier to keep your information confidential and secure.

We will share personal information with the appropriate authorities, if we consider it to be a safeguarding incident or concern of harm. Any such sharing is in accordance with our Safeguarding Policy.

Occasionally, where we partner with other organisations, we may also share information with them (for example, if you register to attend an event being jointly organised by us and another organisation). We'll only share information when necessary and for the purposes that you have provided the data to us.

## 6. MARKETING

The Trust will ask its supporters to "opt-in" for marketing communications.

This means you have the choice as to whether you want to receive these messages and be able to select how you want to receive them (post, phone, email).

You can decide not to receive communications or change how we contact you at any time. If you wish to do so please contact [hello@brathay.org.uk](mailto:hello@brathay.org.uk)

### **What does 'marketing' mean?**

Marketing does not just mean offering things for sale, but also includes news and information about:

- our charity, campaigns and work
- volunteering opportunities and how you can help
- appeals and fundraising
- our events, courses and activities
- products, services and offers (our own, and those of third parties which may interest you)
- leaving a legacy
- taking part in projects.

When you receive a communication, we may collect information about how you respond to or interact with that communication and this may affect how we communicate with you in future.

### **Newsletters**

Newsletters are provided as a benefit to our clients, customers, supporters and members. We send these out to all our members (unless you specifically ask us not to) and you can choose to unsubscribe from general marketing communications without giving up your subscription to our newsletters. However, please be aware that newsletters do include fundraising information.

## **Fundraising**

As a charity, we rely on donations and support from others to continue our work. From time to time, we will contact members and supporters with fundraising material and communications. This might be about an appeal or to suggest ways you can raise funds (e.g. a sponsored event or activity, or even buying a product if the Trust will receive some of the proceeds).

As with other marketing communications, we'll only contact you specifically about fundraising if you've opted into to receiving marketing from us (and you can, of course, unsubscribe at any time).

## **7. BUILDING PROFILES OF SUPPORTERS AND TARGETING COMMUNICATIONS**

This section explains how and why we use personal data to build profiles which enable us to understand our clients, customers, members and supporters, improve our relationship with them and provide a better supporter experience.

### **Analysis and grouping**

We use profiling techniques to ensure communications are relevant and timely, and to provide an improved experience for our supporters. Profiling also allows us to target our resources effectively, which supporters consistently tell us is a key priority for them. We do this because it allows us to understand the background of the people who support us and helps us to make appropriate requests to supporters about areas of our work that may interest them.

The profiling we carry out includes analysing our supporters to determine common characteristics and preferences. We do this by assessing various types of information including behaviour (e.g. previous responses) or demographic information (e.g. age or location). In doing this, we may use additional information from third party sources when it is available.

By grouping people together on the basis of common characteristics, we can ensure that group is provided with communications, products, and information which are of most important to them. This helps prevent your inbox from filling up, and also means we aren't wasting resources on contacting people with information which isn't relevant to them.

## **8. PARTICIPANTS OF OUR PROGRAMMES, INCLUDING CHILDREN, YOUNG PEOPLE & ADULTS WITH LEARNING DIFFICULTIES**

It is necessary for us to collect personal data in order to deliver our services and programmes safely and effectively (for example medical information for Health & Safety purposes). When we collect and manage information from children & young people (under the age of 18) or adults with learning difficulties in particular, we aim to collect it in a way which is appropriate for the age or level of understanding of the individual.

We won't use this personal data unless fully informed consent has been gained by participants and, for individuals under 18 or adults with learning difficulties, their parent/legal guardian.

**Permission from parents or legal guardians:** If the individual is under 18 or is an adult with learning difficulties, we will gain informed consent from a parent or legal guardian for them to attend events without parents or guardians, as well as marketing (particularly photographs or video), research and evidencing our impact.

## **9. UNDERSTANDING OUR IMPACT**

As a learning organisation we seek to understand and evidence the impact of what we do and develop our offer based on that. To allow us to do this we need to collect data from both adults and young people.

When we collect this information we aim to manage it in a way which is appropriate for the age and understanding of the individual. The information can be collected before, during and after a programme or through wider consultation / research (for example personal demographics, case studies, or evidence of a change in outcomes).

We will not use this personal data for marketing purposes and we won't profile it, unless permission has been gained and/or it has been anonymised.

## **10. HOW WE PROTECT DATA**

We employ a variety of physical and technical measures to keep your data safe and to prevent unauthorised access to, or use or disclosure of your personal information. Electronic data and databases are stored on secure computer systems and we control who has access to information.

### **Payment security**

All electronic forms that request financial data will use the Secure Sockets Layer (SSL) protocol to encrypt the data between your browser and our servers.

If you use a credit card to donate or purchase something online we will only collect the relevant payment information needed for the transaction. We will not request pin numbers or bank security information. The relevant details will be transferred securely using SSL in order to process the payment.

Of course, we cannot guarantee the security of your home computer or the internet, and any online communications (e.g. information provided by email or our website) are at the user's own risk.

### **CCTV**

Some of our premises have CCTV and you may be recorded when you visit them. CCTV is there to help provide security and to protect both you and the Trust. CCTV will only be viewed when necessary (e.g. for security reasons or to detect or prevent crime). Where we have installed a webcam or use a drone, we will ensure that it is an appropriate distance so that people cannot be readily identified from the footage. The Trust complies with the Information Commissioner's Office CCTV Code of Practice and we put up notices so you know where CCTV is in use.

## 11. STORAGE

### Where we store information

The Trust's operations are based solely in the UK and we store our data within the European Union. Some organisations which provide services to us may transfer personal data outside of the EEA, however these transfers will be subject to adequate data protections.

### How long we store information

Under data regulations, we are required to make sure that we use and store information for so long as it is required for the purposes it was collected for. How long information will be stored for depends on the information in question and what it is being used for. We will regularly review what information we hold and delete what is no longer required.

## 12. KEEPING YOU IN CONTROL

We want to ensure you remain in control of your personal data. Part of this is making sure you understand your legal rights, which are as follows:

- the right to confirmation as to whether or not we have your personal data and, if we do, to obtain a copy of the personal information we hold (this is known as subject access request)
- the right to have your data erased (though this will not apply where it is necessary for us to continue to use the data for a lawful reason)
- the right to have inaccurate data rectified
- the right to object to your data being used for marketing or analysis and
- where technically feasible, you have the right to see personal data you have provided to us which we process automatically on the basis of your consent or the performance of a contract. This information will be provided in a common electronic format.

Please keep in mind that there are exceptions to the rights above and, though we will always try to respond to your satisfaction, there may be situations where we are unable to do so.

If you would like further information on your rights or wish to exercise them, please email [data-protection@brathay.org.uk](mailto:data-protection@brathay.org.uk) or write to our Finance Director, Brathay Trust, Brathay Hall, Ambleside, Cumbria, LA22 0HP.

### Complaints

If you wish to make a complaint (including a complaint about fundraising activity) you can do so in accordance with our charity's complaints policy by emailing [chiefexecutiveoffice@brathay.org.uk](mailto:chiefexecutiveoffice@brathay.org.uk) or in writing to Chief Executive Office, Brathay Trust, Brathay Hall, Ambleside, Cumbria, LA22 0HP.

If you are not happy with our response relating to your data protection rights, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office which regulates and enforces data protection law in the UK. Details of how to do this can be found at [www.ico.org.uk](http://www.ico.org.uk)

### **13. COOKIES AND LINKS TO OTHER SITES**

#### **Cookies**

Our website uses local storage (such as cookies) to provide you with the best possible experience and to allow you to make use of certain functionality (such as being able to shop online). For more information visit the 'Privacy and Cookies' link, available on the homepage on all of our websites.

#### **Links to other sites**

Our websites ([www.brathay.org.uk](http://www.brathay.org.uk), [www.brathay.com](http://www.brathay.com) and [www.brathaychallenges.com](http://www.brathaychallenges.com)) may contain hyperlinks to other websites. We are not responsible for the content or functionality of any of those external websites (but please let us know if a link is not working).

If an external website requests personal information from you (e.g. in connection with an order for goods or services), the information you provide will not be covered by the Trust's Privacy Policy. We suggest you read the privacy policy of any website before providing any personal information.

#### **Social Media Sites**

We operate a number of social media pages (including Facebook, Twitter, Instagram and YouTube). Although this policy covers how we will use any data collected from those pages, it does not cover how the providers of social media websites will use your information. Please ensure you read the privacy policy of the social media website before sharing data and make use of the privacy settings and reporting mechanisms to control how your data is used.

### **14. CHANGES TO THIS PRIVACY POLICY**

We'll amend this Privacy Policy from time to time to ensure it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our Privacy Policy will always be posted on our website.

This Privacy Policy was last updated on 20 September 2018.