



## PRIVACY POLICY STATEMENT

Date Reviewed: 22/07/2015

Next Review: 22/07/2016

### Statement of Intent

Worcester Roots Foundation is committed to protecting your privacy. This statement describes what information is collected about you and how it is used.

Any queries regarding this policy should be addressed to Worcester Roots Foundation, details of which can be found on our web site: [www.worcesterrootsfoundation.org.uk](http://www.worcesterrootsfoundation.org.uk).

This privacy policy is not intended to be exhaustive, however the information contained herein comprises principles which Worcester Roots Foundation considers to be of particular importance.

In using our web site, services, or in interacting with Worcester Roots Foundation by any means you agree for your information to be collected, processed, transmitted, stored and utilised in accordance with this privacy policy.

### Collecting Information

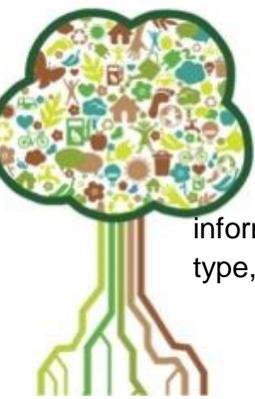
*Personal Information* will be collected when voluntarily submitted to Worcester Roots Foundation. Examples of where user-supplied information may be collected include but are not limited to: participating in a competition or survey, registering with any service provided on our web site such as blog commenting or online forum, if you contact us using a form on our web site, and if you contact us and/or submit any personal information directly via electronic, postal or other means to Worcester Roots Foundation. If you choose to provide information to us you are giving permission for us to store and use that information in accordance with this privacy policy. Personal information may also be collected from third parties who have shared information with us.

Types of *personal information* may include but are not limited to: Name, postal address, telephone number, date of birth, e-mail address, payment credentials, purchases made via our web site, enquiries made about a product, enquiries made about a service or volunteering opportunity, e-mail conversations or chat logs, comments on blog posts, username.

*Anonymous Information* will also be collected, which comprises more general information regarding how our web site is used. This includes page statistics such as which pages are visited most frequently, referrals from other pages and from search engine results. Third party service providers may also be used to collect and/or analyse this information. This information will not be used to individually identify visitors.

*Passive information* will be collected, and this includes information which is provided or collected through a variety of methods, including using "cookies" to collect information and other automated methods of data collection such as click tracking and web site traffic analysis. The information collected from this may comprise both anonymous and personal





information, such as IP addresses, a unique device, browser or user ID, browser or system type, and the content or pages viewed whilst visiting our web site.

Cookies may be used by our site, as well as tracking technology to track the number of visitors to our web site, as well as understand how visitors use the site. Other information may include the device type which has accessed our web site, and the browser or operating system used on that device. **Personally-identifiable information cannot be collected by cookies** and tracking technology alone, however information contained in cookies may be connected to personally identifiable information which you have supplied to us. Cookies are optional and the majority of internet browsers allow you to decline the use of cookies whilst browsing; consult your browser's help documentation for assistance.

If under any circumstances either passive and/or anonymous information are collected in combination with personal information, the aggregate data shall be treated as personal information and should be considered as such under this privacy policy.

### How do we use your information?

The information you provide, both anonymous and personal, may be used to provide you with a personalised experience whilst using our web site, for example: remembering your information so that you do not have to re-enter it during your visit or subsequent visits to our web site, or using information on your device type to provide you with a better web site experience. We may also need to use your information to process requests from you.

We will use your personal information to provide you with the information you have requested, such as information regarding a product, service, volunteering opportunity, or for administrative purposes such as processing a donation. Information may also be used to further our charitable work, including but not limited to fundraising activities and the advertising of volunteering opportunities.

We do not share or sell your personally identifiable information to third parties for marketing purposes; however, your personal information may be used for marketing purposes by us unless you have indicated that you do not wish to be contacted for such purposes. We may sometimes share your information with our trusted partner organisations or service providers who are authorised to act on our behalf. In these circumstances we require that any partner organisations with which we share your information adhere to strict guidelines and that your information is not used for their own business purposes. You may opt out of receiving any marketing or promotional materials at any time by contacting us at [info@worcesterrootsfoundation.org.uk](mailto:info@worcesterrootsfoundation.org.uk).

We may share information with other companies or government agencies if required by law, or in the course of a criminal or civil investigation, including but not limited to (1) a criminal investigation relating to potential or actual fraud; or (2) an investigation by social services; or (3) an investigation relating to human or civil rights. Your information may also be shared or combined with data from trusted partner organisations to deliver new services; in this case we will notify you electronically and allow a reasonable period of 2 weeks to opt out from





such a merger.

### **Storage and security**

Any information collected as outlined above may be stored for an indefinite period, and this information may be stored in physical or electronic means by us and any partner organisations with which we have shared the information, or organisations whose services we use.

We take the security of your information very seriously, and consider it an important part of our provision of service to you. We use reasonable security measures to ensure personal information is protected from unauthorised access, misuse, alteration and loss. These measures apply to methods under our control during the transmission, processing and storage of data.

Access to personal information is restricted to employees, volunteers, contractors and agents of Worcester Roots Foundation, only for purposes which require access to that information in order to carry out their work at Worcester Roots Foundation. These individuals are bound by confidentiality agreements which if breached may result in disciplinary proceedings, contractual termination or criminal prosecution.

However, whilst we act in good faith to maintain the security of personal information, no method of transmission or storage, either physical or electronic is 100% secure and we cannot guarantee that information will remain free from unauthorised access, use, modification or disclosure. We are also unable to guarantee that our security measures, or the security measures utilised by the service providers we use to store or process your information will prevent unauthorised persons or hackers from illegally accessing or obtaining personal information which we hold.

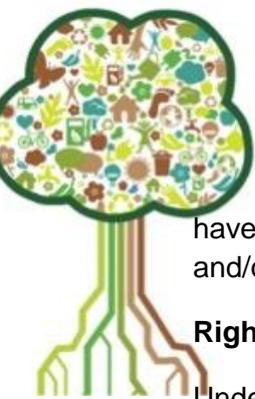
If a breach in security occurs and there is a risk that personal information we hold may have been subject to unauthorised access, use, modification or disclosure then we may post a notice on our privacy policy page outlining the breach so that you can take appropriate protective steps. We may also contact you in the event of a security breach using the information you have provided to us, and in providing us with that information you agree that we may communicate with you.

Communications from Worcester Roots Foundation will allow you to opt out of further communications by e-mailing [info@worcesterrootsfoundation.org.uk](mailto:info@worcesterrootsfoundation.org.uk)

### **Under 16 year olds**

Worcester Roots Foundation involves 16-25 year olds in environmental projects; raising awareness of sustainability through the actions of young people. Whilst we aim to be an inclusive organisation, you must have the permission of your parent/guardian before submitting any personal information to us if you are under the age of 16. If you are under 16 and do not have permission, you are not allowed to submit to us any personal information. It is your responsibility to ensure you have permission prior to submission of personal information and if we have reasonable cause to believe that you are under 16 and do not





have permission from a parent/guardian, we may suspend your access to our services and/or communications.

### **Rights of Access**

Under the terms of the Data Protection Act, you have the right to ask for a copy of the information we hold about you. You also have the right to have corrected any inaccuracies in the information which we hold about you. If you wish to exercise these rights, you may contact us as per the details on the contact page on our website. We may charge a small administration fee in order to do this.

This policy is subject to change and we reserve the right to make changes to this policy. We encourage you to regularly review this privacy policy to make sure you understand how any personal information you provide will be used.

