

Para Dance UK Privacy Policy

Our Contact Details

Para Dance UK is a registered charity and our registration number is 1116988 in England.

Our main trading address is: Para Dance UK
Lemarie Centre for Charities
524 St Albans Road
Watford, Herts
WD24 7RX

Tel: 0300 111 3045

Email: info@paradance.org.uk

Data Protection Officer

Lin McGeough

Lin@paradance.org.uk

What this privacy policy covers

Para Dance UK is committed to protecting your personal information and being transparent about what information we hold. The purpose of this Privacy Policy is to give you a clear explanation about how Para Dance UK collects and uses the personal information (or personal data) you provide to us and that we collect, whether online, via phone, email, in letters or in any other correspondence or from third parties.

We ensure that we use your personal information in accordance with the law. This policy explains:

- What information Para Dance UK may collect about you
- How we will use that information
- What personal information do we process
- How do we use this information
- How we store that information
- Legal basis for processing your Information
- Your rights

What information do we collect?

We collect, store and use the following kinds of personal information:

Information you give us: For example when you register for an event, post information on our social media channels, or otherwise you will provide us with

personal information. When you register, we'll ask for personal information like your name, email address, telephone number and where applicable your social media profile details.

Information from known third parties. We may also receive information about you from our third party partners with whom you choose to interact. This can include information such as your name, postal or email address, phone number, your geographic location, and whether you are a tax payer so that we can claim Gift Aid. To the extent that we have not done so already, we (or they) will notify you when we receive information about you from them and tell you how and why we intend to use that information.

Information available publicly. We may include information found in places such as Companies House, LinkedIn and information that has been published in articles/newspapers.

Special category data

Certain categories of data which are regarded by the law as more sensitive than others. This covers things like information about your health, ethnic origin, religious beliefs or any genetic or biometric data that is used to identify you.

We do not usually collect sensitive personal data about our contacts unless there is a clear reason for doing so, such as participation in an event where we need this information to ensure we provide appropriate facilities to enable you to safely participate or if it is information that our funders request for reporting purposes. We may also collect sensitive personal data if you make that information public. We will always make it clear when we collect this information from you what sensitive personal data we are collecting and why.

What personal information do we process?

We collect, store and use the following kinds of personal information:

- Your name and contact details, including postal address, telephone number, email address and, where applicable, your social media profile
- Your date of birth
- Information about your computer/mobile device and your visits to and use of this website, including for example your IP address and geographical location if the settings on your device allow us to do so
- Information about our services which you use/which we consider of interest to you and us
- Information as to whether you are a tax payer so that we can claim Gift Aid
- Any other personal information you share with us as described above

How do we use your personal information?

We use your personal information for a number of purposes including the following:

- To provide you with services, or information you have requested.
- To promote the aims of Para Dance UK.
- To provide information about our work, activities, volunteering or events although this will only be where you have consented to being contacted for those purposes.
- For administration purposes (for example we may contact you regarding a donation you have made or for an event you have registered for)
- To invite you to participate in surveys or research (although this is voluntary and you are always able to opt out)

How we store your information?

We keep your personal information only for as long as we need to use it for the purposes set out in this Policy. Normally, this will be for a maximum of 6 years if we do not hear from you during this time. Unless there is a legal requirement to do otherwise, at the 6 year point, we will take steps to remove your information from our records. Personal information that we no longer need is securely disposed of and/or anonymised so you can no longer be identified from it.

Some personal information may be retained by us in archives for statistical or historical research purposes although we will do this in a manner that complies with applicable data protection law. We continually review what personal information and records that we hold and delete what is no longer required.

Legal basis for processing

The law requires us to set out the lawful grounds on which we collect and process your personal information as described in this Policy. Depending on the purposes for which we use your data, one or more of the grounds listed below may be relevant:

Legitimate Interest:

We rely on the “legitimate interest’ ground for processing where we believe it is in the legitimate interests of you, as the data subject, or of Para Dance UK, to process your data. When we process your personal information in this way, we also consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. We will not use your personal information for activities where our interests are overridden by the impact on you, for example where collection and use of your information would be excessively intrusive (unless, for instance, we are otherwise required or permitted to by law). We will only use your information in accordance with the purposes described in this Policy. Examples of processing based on the legitimate interests ground are:

- Sending direct marketing material to supporters for fundraising purposes

- Conducting research to better understand who our supporters are and better target our fundraising activity.
- Measure and understand how our audiences respond to a variety of marketing activity so we can ensure our activity is well targeted, relevant and effective.
- Providing information about our services.
- Taking and using photos and/or films of event participants and attendees;
- Administering events.
- Sending relevant communications to your work email address.
- Staff recruitment and taking applications for volunteers and contacting volunteers about their role.
- Promoting Para Dance UK on social media, Google, YouTube and other online platforms.

Consent:

In many instances, we will rely on obtaining your consent to our use of your personal information in a certain way (for example, asking for your consent to use your personal information to send you direct marketing information, and we may ask for your explicit consent to share sensitive personal information with us)

Legal Obligation:

We may need to collect, process and disclose personal information to comply with a legal obligation. For example, where we are ordered by a court or regulatory authority or we are legally required to hold donor transaction details for Gift Aid or accounting/tax purposes. We may also use personal information to cross check and prevent known malicious activities on Para Dance UK operated services.

Performance of a contract:

For example if you agree to work for us, we need to be able to process your information for the purpose of meeting our contractual obligations.

Your rights

You have the following legal rights in relation to our collection and processing of your personal information:

Right to be informed – you have the right to be told how your personal information will be used. This Policy and other policies and statements used on this website and in our communications are intended to provide you with a clear and transparent description of how your personal information may be used.

Right of access – you can write to us to ask for confirmation of what information we hold on you and to request a copy of that information (and other related information). Provided we are satisfied that you are entitled to see the information requested and

we have successfully confirmed your identity, we will provide you with your personal information subject to any exceptions that apply.

Right of erasure – at your request we will delete your personal information from our records as far as we don't have an overriding legitimate reason for holding on to it (e.g. to comply with a legal obligation).

Right of rectification – if you believe our records of your personal information are inaccurate, you have the right to ask us to update those records. You can also ask us to check the personal information that we hold about you if you are unsure whether it is up to date or not.

Right to restrict processing – you have the right to ask us to restrict the processing of your personal information if there is disagreement about its accuracy or whether our use is legitimate or not.

Rights related to automated decision-making – where we take automated decisions in relation to your personal information with no human involvement (i.e. such as credit scoring) you have the right to ask us for human intervention or to challenge any such decision.

Right to object – you have the right to object to processing where we are: (i) processing your personal information on the basis of the legitimate interests ground (see 'Legal basis for processing' above) and we have no compelling reason we can demonstrate to continue with that processing; (ii) using your personal information for direct marketing, or; (iii) using your personal information for statistical purposes. It is always your choice as to whether you want to receive information about our work, how we raise funds and the ways you can get involved. If you do not want us to continue to contact you, you have the right to object or change your mind at any time.

You may opt-out of our marketing communications at any time by clicking the 'unsubscribe' link in at the end of our marketing emails.

You can also change or edit any of your contact preferences at any time (including changing your consent choices) by contacting our **Data Protection Officer** at: info@paradance.org.uk or Para Dance UK, Lemarie Centre for Charities, 524 St Albans Road, Watford, Herts, WD24 7RX.

If you have indicated that you do not wish to be contacted by us for marketing purposes, we will retain your details on a 'do not contact' list to help ensure that we do not contact you accidentally. However, we may still need to contact you if you carry on dealing with us, including (but not limited to):

- Processing a donation you make or any standing orders
- Providing you with information you need in order to participate in an activity or event for which you have registered;
- Explaining and apologising where we have made a mistake; and
- Dealing with future legal claims in connection with a contract we have with you.

To exercise any of these rights, please send a description of the personal information in question to our **Data Protection Officer** at the address shown in the “Contact us” section of our web site. Please note that some of these rights may be subject to legal restrictions, which we'll tell you about if they apply.

For more information about your rights or if you are not happy with our response to your request, you can contact the Information Commissioner's Office (ICO) – for more details, see <https://ico.org.uk/>

Changes to this Privacy Policy

This policy is currently under review and will be further updated in Q4 2020.