

# Privacy Policy

Date of last revision: 18 May 2018

## WHO WE ARE

We ('us' or 'our') means Baby's Basket, a registered charity registered in England and Wales (Regd.No.1169227). Our registered address is 2 Brigg Grove Lincoln LN6 3NW. We are registered with the Information Commissioner's Office as a data controller (number ZA282283).

We are committed to protecting your personal information and privacy. This Privacy Policy describes how we collect and use your personal information. We may update this Privacy Policy from time to time so please check back periodically. We will notify you of significant changes by placing a notice on our website. By contacting us, using our services or visiting our website you are agreeing to be bound by this Policy.

We have appointed Edward Jones, as trustee with responsibility for data protection and privacy matters. If you have any queries about this Privacy Policy, please contact him in the first instance, by writing to our registered office address or by emailing: [thedesk@babysbasket.org.uk](mailto:thedesk@babysbasket.org.uk).

## YOUR PRIVACY

Everyone has rights with regard to the way in which their personal information is handled. During our activities, we will collect, store and process personal information about our trustees, volunteers, referrers, donors, customers, suppliers and other third parties, and we recognise that the correct and lawful treatment of this personal information will maintain confidence in the charity.

Your personal information, which may be held on paper or on a computer or other media, is subject to legal safeguards specified in the General Data Protection Regulations (GDPR) and other related legislation in the UK and EU.

This policy and any other documents referred to in it, sets out the basis on which we will process any personal information we collect from you or that is provided to us by yourself or other sources. This policy sets out rules on data protection and the legal conditions that must be satisfied when we obtain, handle, process, transfer and store personal information.

## HOW DO WE COLLECT INFORMATION?

We collect personal information about you when you interact with us including: when you visit our website; refer a client or patient for assistance; communicate with us by letter, email, phone, text or Facebook message; become a trustee or volunteer; buy from us through our eBay page; and when you participate in fund-raising, make a donation by Gift-Aid or give to an appeal or campaign managed by Baby's Basket.

We do not collect personal information about a client or patient you refer to us.

## WHAT PERSONAL INFORMATION. DO WE COLLECT?

Personal information we collect about you may include: your first, last or any other names you are known by; title, marital status or gender; home, work or delivery address; email address, phone numbers or social media usernames; date of birth or NI number; bank account details, payment methods or transaction histories; and employer, work place or employment roles.

We may also collect information about how our website is used and track which pages users visit. We use this information to monitor and improve our website. Where possible we use anonymous or aggregated data that does not identify individuals.

Certain personal information is classified under the regulations as 'special categories' and includes details such as ethnic origin, biometric data, genetic data and health data. We do not generally collect any special categories of sensitive personal information. We may collect limited personal information relating to special categories of sensitive personal information about trustees and volunteers but only that necessary for the purposes of assisting or protecting the trustee or volunteer in their role and with their full knowledge and consent.

## HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the personal information collected from you for these purposes: to provide you with a service for your clients or patients; to deliver and process orders from our customers; to administer and manage our relationship with our trustees, volunteers, referrers, donors, suppliers, and customers; to monitor and protect our charity, website and data (including troubleshooting, analysis, testing, system maintenance, support, reporting and hosting of data).

## LAWFUL BASIS FOR PROCESSING YOUR PERSONAL INFORMATION

Under Article 6 of the General Data Protection Regulations (GDPR) our lawful bases for processing and holding personal information are those necessary to provide you with our services which are: the provision of a service for your clients or patients; the performance of a contract with you; to communicate with our trustees, volunteers, donors, customers and suppliers; to comply with legal obligation; for our legitimate interests in running our charity and keeping our records updated; the provision of administration and IT services, network security, and to prevent fraud.

## DO WE PROVIDE PERSONAL INFORMATION TO OTHER PARTIES?

We will never give, rent or sell your personal information to any third party. We will only share your personal information with other organisations or individuals where we have your explicit permission to do so in accordance with this Privacy Policy or where it is necessary for a legitimate reason connected with the services we offer, or where it is required by law or regulation.

## YOUR SUBSCRIBER CHOICES

You have a choice about whether or not you wish to receive information from us. You must opt in to begin receiving subscriber communications from us (e.g information by mailing list or regular newsletters). You can change your preferences by opting in or out using the link in our emails, or by contacting us at [thedesk@babysbasket.org.uk](mailto:thedesk@babysbasket.org.uk).

## GIFT AID

Some donations you make through Baby's Basket's products and services will be eligible for Gift Aid.

For Baby's Basket to claim Gift Aid on your donation, you must currently pay Income Tax equal to or more than the amount of tax which will be reclaimed on your donation. The payment of other taxes such as Council Tax and VAT does not qualify.

As part of this process Baby's Basket is required to submit your personal information including your address to HMRC, and in asking us to make a Gift Aid claim you are giving us permission to use your personal information in this way.

## DATA SECURITY

Baby's Basket is committed to keeping your personal information safe and secure and we have security policies and technical measures in place to help protect your personal information.=

We will put in place procedures and technologies to maintain the security of all personal information from the point of collection to the point of destruction. Personal information is not transferred to any external data processing company.

All our volunteers who have legitimate access to personal information are obliged to comply with our strict information security procedures. Every volunteer signs a confidentiality agreement, serious breach of which may lead to dismissal.

## WHERE YOUR PERSONAL INFORMATION IS HELD

Your personal information is held on secure servers and backups operated by us at our offices and by our hosting company Freethought Internet, Unit 5, Oak House, Witham Park, Waterside South, Lincoln, LN5 7FB

Depending on your relationship with us, some of your personal information may be held on servers and backups outside the UK, in the EU, the US and elsewhere, as follows:

- anonymised Google Analytics data produced in connection with our website is held by Google;
- we store mobile phone numbers and addresses on Apple Mac and IOS devices connected to Apple iCloud;
- Facebook data is held by Facebook; and
- sales data from our eBay page is held by eBay.

For full details of how a company treats your personal information please refer to their Privacy Policy on their website.

## HOW LONG WE HOLD YOUR PERSONAL INFORMATION

We will only retain your personal information if a legitimate business or regulatory need exists. It is not kept longer than is necessary for that purpose. Baby's Basket has in place and applies a formal retention policy for recorded information.

## COOKIES

Cookies are small text files stored on your device when you access most websites on the internet or open certain emails. Among other things, cookies allow a website to recognise your device and remember if you've been to the website before. We use the term cookie to refer to cookies and technologies that perform a similar function to cookies (eg tags, pixels, web beacons, etc). Cookies can be read by the originating website on each subsequent visit and by any other website that recognises the cookie.

We may use these to improve our user's experience of our website, temporarily store data and understand the parts of the website that users are visiting.

We use cookies in order to make our website easier to use and, to support the provision of information and functionality to you.

Cookies are also used to help us gather statistics on the use of our website anonymously, as well as to provide us with information about how the website is used so that we can make sure it is kept as up to date, relevant and as error free as we can.

By using our website you agree to our use of cookies, including setting and reading cookies on your device. You can choose to restrict or block cookies through your browser settings at any time. For more information about how to do this, and about cookies in general, you can visit [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu)

Whilst certain cookies may be set as soon as you visit a website, you can remove them using your browser settings - but this may impact the functionality or performance of the website.

Please note that third parties (including, for example, advertising networks and providers of external services like website analysis services) may also use cookies, over which we have no control, although we may receive services from these third parties (including, for example, for targeted advertising purposes and website analytics).

## ACCESS TO YOUR PERSONAL INFORMATION

The accuracy of your personal information is important to us. You have the right to request a copy of the personal information we hold about you, to amend, correct or restrict it, and to have your personal information securely destroyed or erased. Your personal information can be provided to you in a portable format.

Before we are able to assist you with your request, we need you to confirm your identity and what personal information you require. Where it is appropriate for us to respond directly to requests for access to your personal information, we aim to comply as quickly as possible. We will ensure that we deal with requests within 30 days of receipt. Please email us at [thedesk@babysbasket.org.uk](mailto:thedesk@babysbasket.org.uk) to start this process.

## COMPLAINTS

If you are unhappy about our handling of your personal information we would encourage you to contact us in the first instance so we can attempt to resolve any concerns. Please contact us by emailing us at [thedesk@babybasket.org.uk](mailto:thedesk@babybasket.org.uk) or by writing to:

Mr E Jones

Baby's Basket

2 Brigg Grove

Lincoln

LN6 3NW

If you remain unhappy with our use of your personal information after contacting us, you have the right to complain to the Information Commissioner's Office.