Your personal information

It’s important that you feel completely comfortable and confident that your personal information is in safe hands. We take your privacy extremely seriously and we will take all reasonable steps to ensure your information is secure. We will process your personal information to keep you informed about Hearts and Minds activities, to incorporate you in our service directory/map and to inform/invite you to meetings, promotions and events.

In brief
- We respect your personal data and store it securely.
- We will never sell your personal data.
- We will remove/shred your data if you ask us to.

We may send you information/invitations we think are relevant or interesting to you but you can unsubscribe or change your contact details and/or preferences at any time by ringing us or by email/writing.

What information we collect

We may collect a variety of personally identifiable or sensitive information from you for various reasons. For example, we may collect:
- Any contact details you may choose to give us, such as your name, address, email address, phone number, organisation, job title/role.
- Demographic information like ethnicity and age.
- Your marketing preferences including contact preferences.

Why we collect information

- To contact you to keep you updated/included in our project development or activities and events.
- To incorporate you and/or your organisation in the resources we develop and report this to our funders.
- To register and facilitate your attendance at events.
- We save special category demographic information so that we can produce anonymised reports to identify whether our service is providing equitable services. This is a contractual obligation to our funders.
- Continuously improving—we value any feedback, including complaints, you may have. In order to increase the impact we make and improve the service we provide to you and others, we need to communicate with you and collect personal information to do this effectively.
- To keep you informed about fundraising and promotion opportunities.

Where we collect information from

We collect information through registration processes and/or registration forms. This may include direct contact through email and telephone with your permission. The legal basis we rely on for processing personal data in relation to registration is consent. To the extent that you provide additional information including special category information either via the registration form or via other contact e.g. email the legal basis we rely on is legitimate interests. We need to process this information to enable us to fulfill our contractual obligation and to include you in the events/resources. This includes being able to invite you to subsequent events and to include you as a stakeholder in the project.
How long we keep your information for

We keep personal information for different lengths of time dependent on the purpose. For example, we keep your information so we can register you for specific events or keep in touch about our work and continue our relationship together.

We want to ensure that the personal information we collect from you is used to appropriately support our work together and consider any future dealings that you would like to have with us so you can contact us at any time to opt in or out and to ask us to remove or amend your personal information.

We will retain your personal information for a maximum of 5 years unless we no longer actively need it or you ask us to keep it for longer or request its deletion.

Who we share your personal information with

Your contact and preference information will be stored on our IT infrastructure and also may be stored in a paper file. This information is accessed by Hearts and Minds facilitators and admin staff. It may also be shared with our data processors who provide IT, email, document management, and storage services (including cloud hosting).

It is not shared with any other external individuals and/or organizations without your express permission.

We will never sell your personal details to third parties. Whenever we access or share your personal information, we comply with the standards set by current data protection legislation and this privacy statement as a minimum.

How your information is secure

The security of your information is of utmost importance to us. We have internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the performance of their duties. We seek to use reasonable measures to protect your information as required by the law, in line with industry standards and in accordance with the policies we have set. Sensitive data is held under strict security conditions.

All cloud based storage is based in the EU. In the unlikely event that we transfer your personal information to countries that are outside of the European Union we would ensure that the transfer is carried out in a compliant manner and appropriate safeguards are in place.

A hard copy of your contact details may also kept. It is stored securely in a locked container in a secure building. Access to these details are limited.

If you have any reason to believe that any personal information we hold is no longer secure, please contact us immediately.

Your Rights

- the right to be informed about the collection and the use of their personal data
- the right to access personal data and supplementary information
- the right to have inaccurate personal data rectified, or completed if it is incomplete
- the right to erasure (to be forgotten) in certain circumstances
- the right to restrict processing in certain circumstances
- the right to data portability, which allows the data subject to obtain and reuse their personal data for their own purposes across different services
- the right to object to processing in certain circumstances
- rights in relation to automated decision making and profiling
- the right to withdraw consent at any time (where relevant)
- the right to complain to the Information Commissioner

If you would like to exercise any of these rights or ask for further information about our use of your personal information or complain about its use, contact Rob Ewers, our Data Protection Manager, by email at rob@acacia.org.uk or by writing to any of the Hearts and Minds partner organizations.

If you have any concerns, or are not satisfied with our handling of any request by you in relation to your rights, you also have the right to make a complaint to the Information Commissioner’s Office. Their address is: First Contact Team, Information Commissioner’s Office, Wycliffe House, Water Lane, Wilmslow, SK9 5AF.