

Microtia UK

Privacy Policy and Cookie Policy

1.Introduction

This is our privacy policy. It tells you how we collect and process data received from you, including how we process data in relation to our subscribers, fundraisers participants, suppliers, business contacts and visitors of our site. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

This policy applies to Microtia UK.

If you have any comments on this privacy policy, please email them to info@microtiauk.org or tina@microtiauk.org.

2.Who We Are

Here are the details that the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regards to the processing of personal data and on the free movement of such data, known as General Data Protection Regulation (**GDPR**) says we have to give you as a 'data controller':

- Our site address is www.microtiauk.org
- Microtia UK, a registered charity with its registered address at 20-22 Wenlock Road, London, N1 7GU
- You may contact us in relation to data protection matters, including any questions in relation to this privacy policy by writing an email to info@microtiauk.org or tina@microtiauk.org.

3.What information we collect

We collect and process the following data about you:

Type(s) of Data Subjects	Categories of Personal Data	Purpose of Processing	Lawful Basis
Fundraisers participants	Name Email address Address	To send fundraising items to the participant	Contract
Subscribers to website	Name	To supply information	Consent

	Email address Telephone number	about fundraising activities and community events, and to send invites	
Individuals who made a donation to Microtia UK	Name Email address	To supply information about fundraising activities and community events	Consent
Purchasers of items from Microtia UK online shop	Payment details – for orders only	To process order and payment	Contract
	Name Email address	To supply information about fundraising activities and community events	Consent
Events participants	Name Address Email address Telephone number Age and Date of birth – for sports events	To send invites	Consent
Loan of Aftershokz participants	Name Address Email address Telephone number	To loan the item	Consent
Charity box holders	Name Address Email address	To fundraise for the charity	Consent

	Telephone number		
Suppliers, their employees and contractors	Name Address Email address Telephone number Invoices and payments data	To order necessary products or services	Contract
Business contacts	Name Job position Business address Telephone number Email address Other information, such as that available via business networking websites including LinkedIn	Business networking	<p>Legitimate interests of all parties</p> <ol style="list-style-type: none"> 1. The legitimate interests of both Microtia UK and our business contacts is to network in the context of business. 2. It is necessary to exchange, keep and otherwise process contact information in order to network in the context of business. 3. There is normally a positive action taken by all parties to provide their contact details during networking with the expectation that such contact details, including personal data, may be used by the recipient for business networking. <p style="text-align: right;">1.</p>

We also collect, use and share **Aggregated data** such as statistical or demographic data. Aggregated data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage data to calculate the percentage of users accessing a specific website feature.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). We do not collect any information about criminal convictions and offences.

Under GDPR we will ensure that your personal data is processed lawfully, fairly, and transparently, without adversely affecting your rights. We will only process your personal data if at least one of the following basis applies:

- a) you have given consent to the processing of your personal data for one or more specific purposes;
- b) processing is necessary for the performance of a contract to which you are a party or in order to take steps at the request of you prior to entering into a contract;
- c) processing is necessary for compliance with a legal obligation to which we are subject;
- d) processing is necessary to protect the vital interests of you or of another natural person;
- e) processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller; and/or
- f) processing is necessary for the purposes of the legitimate interests pursued by us or by a third party such as our credit card payment processing, except where such interests are overridden by the fundamental rights and freedoms of the data subject which require protection of personal data.

We use different methods to collect data from and about you, including:

- **Direct interactions** when you purchase our products or we purchase your products or services, you take part in our events or fundraisers, or subscribe to our website, create an account on our site, subscribe to our publications, request marketing to be sent to you, enter a promotion or survey, or give us feedback or contact us.
- **Automated technologies or interactions** – we collect data by using cookies, [server logs] and other similar technologies. We may also receive Technical Data about you if you visit our websites employing our cookies.
- **Third parties or publicly available sources**, including analytics providers such as Google, advertising networks [such as [Name] based [inside OR outside] the EU] and search information providers [such as [Name] based [inside OR outside] the EU], identity and contact data from publicly available sources such as Companies House and the Electoral Register based inside the EU.

4.Cookies

We use various cookies to distinguish users and improve our site.

Our website www.microtiauk.org uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical or performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. [We may also share this information with third parties for this purpose.]

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Title Cookie Name	Purpose	More information
Google Analytics JavaScript tags (libraries) – HTTP Cookies	This cookie enables us to have information about the page a user has seen, such as the URL of the page The cookie “remembers” the usage of previous pages by user and interactions with the website	https://en.wikipedia.org/wiki/HTTP_cookie https://developers.google.com/analytics/devguides/collection/analytics-cookie-usage

Please note that the following third parties may also use cookies, over which we have no control. These named third parties may include, for example, advertising networks

and providers of external services like web traffic analysis services. These third-party cookies are likely to be analytical cookies or performance cookies or targeting cookies:

[NAME THIRD PARTIES]

To deactivate the use of third-party advertising cookies, you may visit the consumer page to manage the use of these types of cookies [include link to consent management solution]].

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

Except for essential cookies, all cookies will expire.

5. How we use what we collect

We use information about you to:

- Present site content effectively to you.
- Tell you about fundraising activities and community events
- Provide information and products that you request, or (with your consent or if we have another lawful basis) which we think may interest you.
- Carry out our contracts with you.

Please note: We don't identify individuals to our advertisers, but we do give them aggregate information to help them reach their target audience, and we may use information we have collected to display advertisements to that audience.

If you don't want us to use your personal data for any of the reasons set out in this section 5, you can let us know at any time by contacting us at info@microtiauk.org or tina@microtiauk.org, and we will delete your data from our systems. However, you acknowledge this may limit our ability to provide our information to you.

In some cases, the collection of personal data may be a statutory or contractual requirement, and we will be limited in the information (and product) we can provide you if you don't provide your personal data.

6. Where we store your data

We generally store your personal data in the UK but we may transfer your collected data to storage outside the European Economic Area (EEA). It may be processed outside the EEA as

may be necessary to fulfil your order and deal with payment (lawful basis of contract) or if we have your consent.

We will only transfer your data to countries that are deemed to have an adequate level of protection of personal data by the European commission; or we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe; or we may transfer data to US based providers that are part of the Privacy Shield.

By giving us your personal data, you agree to this arrangement. We will do what we reasonably can to keep your data secure.

If we give you a password, you must keep it confidential. Please don't share it. Although we try to provide protection, we cannot guarantee complete security for your data, and you take the risk that any sending of that data turns out to be not secure despite our efforts.

We only keep your personal data for as long as we need to in order to use it as described above in section 5, and/or for as long as we have your permission to keep it. For website orders, fundraisers, events and Aftershokz loans we generally keep personal data for 1 year. For subscribers to our website we keep and process personal data until any such subscribers decide to opt out from receiving our communications. In any event, we will conduct regular reviews to ascertain whether we need to keep your personal data. Your personal data will be deleted if we no longer need it.

7. Disclosing your information

We are allowed to disclose personal data if we have a legal obligation to do so, or in order to protect other people's property, safety or rights.

We contract with third parties to supply our products via our website to you, to help us organise events, payment processing, search engine facilities and web hosting. In some cases, the third parties may require access to some or all of your data. These are the third parties that have access to your information:

- Eventbrite (events organising) -
- PayPal (payment processing) -
- Word Press (order processing) -

Where any of your data is required for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party under GDPR and the law.

8. Your rights

You can ask us not to use your personal data for our communications about events and activities (marketing). You can do this by following instructions in each of our emails or by contacting us at any time at info@microtiauk.org or tina@microtiauk.org.

Under the GDPR, you have the right to:

- request access to, deletion of or correction of, your personal data held by us at no cost to you;
- request that your personal data be transferred to another person (data portability);
- be informed of what data processing is taking place;
- restrict processing;
- to object to processing of your personal data; and
- complain to a supervisory authority.

You also have rights with respect to automated decision-making and profiling.

To enforce any of the foregoing rights or if you have any other questions about our site or this Privacy Policy, please contact us at info@microtiauk.org or tina@microtiauk.org.

9. Links to other sites

Please note that our terms and conditions and our policies will not apply to other websites that you get to via a link from our site. We have no control over how your data is collected, stored or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

10. Changes

This Policy was last updated on 13 September 2019. If we change our Privacy Policy, we will post the changes on this page.

11. Automated Decision-Making and Profiling

We do not undertake any automated decision-making, including profiling.