

Public Privacy Statement

Action on Poverty are committed to protecting your personal data, and our Public Privacy Statement explains how we collect, manage, use and protect your personal information. We comply with The Data Protection Act 2018, which is the UK's implementation of the General Data Protection Regulation (GDPR), which is a set of principles, rights and obligations to protect your data.

If you would like to update or request any changes to the data we hold relating to you, including the right to be forgotten, you can contact us any time by email at info@aptuk.org.uk, phone on 01386 861294 or post at Action on Poverty, Nicholas House, Heath Park, Main Road, Crothorne, Worcestershire, WR10 3NE.

What information we collect about you and how we obtain it

As an organisation it is necessary for us to collect and hold personal individual data. The type and quantity of information that we collect and how we use it depends on why you are providing it. For example, if you are a supporter who makes a donation or participates in a fundraising event we may need to hold:

- Your Name
- Your date of birth
- Your contact details
- Your Bank or credit card details.

We collect information from you both directly and indirectly:

Directly: You may give us your information in order to sign up for our events, make a donation, purchase our products, apply for a vacancy or communicate with us.

Indirectly: Your information may be shared with us by independent event organisers, for example the London Marathon or fundraising sites like Just Giving. These independent third parties will only do so when you have indicated that you wish to support APT Action on Poverty and with your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process your data. The information we get from other organisations may depend on your privacy settings or the responses that you give, so you should check these regularly.

How we use the Personal Data we hold

We will mainly use your data to:

- Provide you with services, products and information you asked for
- Administer your donation or support your fundraising, including processing gift aid
- Keep a record of your relationship with us
- Ensure that we know how you prefer to be contacted

We will hold your details for our own marketing, research, profiling and analysis purposes and promise to **never** sell or swap these with anyone else.

Data security and Access

We ensure that there are appropriate technical controls in place to protect your personal details. For example, our online forms are encrypted and our network is protected and monitored. We ensure that your information is only accessible by appropriately trained staff and volunteers. Some of our operations run outside of the European Economic Area (EEA). Although they may not be subject to the same data protection laws as companies based in the UK, we will take steps to make sure they provide an adequate level of protection in accordance with UK data protection law. By submitting your personal information to us you agree, in the unlikely event that it should be necessary, to the transfer, storing and processing at a location outside the EEA.

Keeping your information up to date

You can contact us at any point to ask us to change the way we use your data and contact you, or to remove consent. If consent is withdrawn, we will only continue to hold any information we are legally bound to retain, such as supporting information for Gift Aid claims and will ensure that information is marked as a 'Do Not Contact' record.

In addition, all emails sent by us contain a link to update consent and for those who only wish to be contacted by post, we will ensure that any document sent will include an 'Opt-out statement' that can be returned to us at any time, should you wish to remove consent.

Our Privacy Policy is available to view at any time on our website.

Your right to access the information that we hold on you

You have a right to ask us to stop processing your personal data, and if it's not necessary for the purpose you provided it to us for, we will do so.

You have a right to ask for a copy of the information that we hold about you, although we may charge a small admin fee to cover the costs involved. If there are any discrepancies in the information that we provide, please let us know and we will correct them.

If you want to access your information, send a request and proof of identity by post to APT Action on Poverty, Nicholas House, Heath Park, Main Road, Cropthorne, Worcs, WR10 3NE.

Digital Use of Data

Cookie policy

Our website uses cookies – small text files that are placed on your machine to help the site provide a better user experience. In general, cookies are used to retain user preferences, store information for things like shopping baskets, and provide anonymised tracking data to third party applications like Google Analytics. As a rule, cookies will make your browsing experience better. However, you may prefer to disable cookies on this site and on others. The most effective way to do this is to disable cookies in your browser. We suggest consulting the Help section of your browser or taking a look at the About Cookies website which offers guidance for all modern browsers.

Service Providers

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), to provide Services on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose. For Action on Poverty, this relates to Google and Facebook. Further information is given below.

Analytics

We may use third-party Service Providers to monitor and analyze the use of our Service.

Google Analytics: Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/>

Mailchimp: We use Mailchimp to email our supporters and networks, tracking clickthroughs and open rates to understand our audience better and segmenting our audiences to provide targeted, customised communications. We may also analyse our email recipients to send different communications to people who might be more inclined to make a donation based on their engagement. We may also use email addresses to build profiles of lookalike audiences on social media, which means finding people of a similar demographic profile to our current audience base based on the email list we have.

Behavioural Retargeting

We may use retargeting/remarketing services to advertise on third party websites to you after you visited our Service. We and our third-party vendors use cookies to inform, optimize and serve ads based on your past visits to our Service. For Action on Poverty this relates in particular to Facebook Pixel.

Google AdWords, remarketing service is provided by Google Inc: You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>. Google also recommends installing the Google Analytics Opt-out Browser Add-on – <https://tools.google.com/dlpage/gaoptout> – for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/>

Facebook, remarketing service is provided by Facebook Inc: You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/164968693837950>.

To opt-out from Facebook's interest-based ads follow these instructions from Facebook: <https://www.facebook.com/help/568137493302217>

Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA <http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings. For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

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