

## **Build It International PRIVACY POLICY**

This policy applies to all the websites we operate, our use of emails and text messages for marketing purposes, and any other methods we use for collecting information. It covers what we collect and why, what we do with the information, and what rights you have.

### **What information do we collect and why?**

We will only ever collect the information we need. We collect two kinds of information:

- Non-personal information such as IP addresses (the location of the computer on the internet), pages accessed and files downloaded. This helps us to determine how many people use our sites, how many people visit on a regular basis, and how popular our pages are. This information doesn't tell us anything about who you are or where you live. It simply allows us to monitor and improve our service.
- Personal information such as name, postal address, phone number, email address, and information about you.

We collect this information in connection with specific activities, such as newsletter requests or donations. The information is either needed to fulfil your request or to enable us to provide you with a more personalised service. You don't have to disclose any of this information to browse the sites.

We also use cookies on our websites. Please see our cookies policy for further information.

### **What do we do with the information?**

We will use the information you provide to:

- fulfil your requests – donations, and provision of information
- process donations, or other payments and verify financial transactions
- record any contact we have with you
- prevent or detect fraud or abuses of our websites and enable third parties to carry out technical, logistical or other functions on our behalf
- to carry out research on the demographics, interests and behaviour of our supporters to help us gain a better understanding of them and to enable us to improve our service.
- communicate with our supporters

### **Using your information for marketing**

From January 2018, we only send marketing information to people who have specifically said that they agree to us doing this, and we will only do so in the ways they have agreed to. Marketing information covers information and updates about Build It International's work, and fundraising appeals to support our work.

If you were a supporter before January 2018 and had been receiving communications from us we assume you still want to hear from us. Each of our communications will give a clear option to

unsubscribe, or you can contact us directly at [info@builditinternational.org.uk](mailto:info@builditinternational.org.uk) or call us on 01743 246317.

### **Sharing your information**

We will only share your information if:

We are legally required to do so, e.g. by a law enforcement agency legitimately exercising a power or if compelled by an order of the Court

We believe it is necessary to protect or defend our rights, property or the personal safety of our people or websites

We are working with a carefully-selected partner that is carrying out work on our behalf. These partners may include mailing houses, marketing agencies or IT specialists. The kind of work we may ask them to do includes processing, packaging, mailing, sending postal mail, emails and text messages, carrying out research or analysis and processing card payments. We only choose partners we can trust. We will only pass personal data to them if they have signed a contract that requires them to:

- abide by the requirements of the Data Protection Act
- treat your information as carefully as we would
- only use the information for the purposes it was supplied (and not for their own purposes or the purposes of any other organisation)
- allow us to carry out checks to ensure they are doing all these things.

### **Storing your information**

Information is stored by us on computers located in the UK. We may transfer the information to other offices and to other reputable third party organisations as explained above – they may be situated inside or outside the European Economic Area. We may also store information in paper files.

We place a great importance on the security of all personally identifiable information associated with our supporters, and donors. We have security measures in place to attempt to protect against the loss, misuse and alteration of personal data under our control. For example, only authorised personnel are authorised to access user information and we use secure server software (SSL) to encrypt financial and personal information you input before it is sent to us. While we cannot ensure or guarantee that loss, misuse or alteration of data will not occur while it is under our control, We use our best efforts to try to prevent this.

Unfortunately, the transmission of data across the internet is not completely secure and whilst We do Our best to try to protect the security of your information We cannot ensure or guarantee that loss, misuse or alteration of data will not occur whilst data is being transferred.

We will keep your information only for as long as we need it to provide you with information you have required, to administer your relationship with us, to inform our supporters, to comply with the law, or to ensure we do not communicate with people that have asked us not to. When we no longer

need information we will always dispose of it securely, using specialist companies if necessary to do this work for us.

### **What we don't do with your information**

We never sell or share your information to other organisations to use for their own purposes.

### **Your rights**

The Data Protection Act gives you certain rights over your data and how we use it. These include:

- the right in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed
- the right to prevent your data being used for direct marketing
- the right of access to a copy of the information we hold about you (known as a subject access request)

If you wish to exercise any of these rights please contact the Data Protection Officer in writing at Build It International, The Pump House, Coton Hill, Shrewsbury SY1 2DP or by emailing [info@builditinternational.org.uk](mailto:info@builditinternational.org.uk).

For more information about your rights under the Data Protection Act go to the website of the Information Commissioner's Office at [ico.org.uk](http://ico.org.uk).