

Privacy Policy

Your privacy is important to us. This Privacy Policy explains how we collect and use your personal information, how you can control the way in which we use that information and what actions you can take if you would like to change the way in which your information is being used. We will only use your information for the purpose for which you provided it or have given us prior consent for.

Who we are

In this policy whenever you see the terms 'We', 'Us' or 'Our' it refers to The Apsley Paper Trail (APT). APT is a Registered Charity, our Charity number is 1079008.

Information we collect

We only collect information about you that we need:

- to provide the service you have requested. This may include: event bookings, online purchases, online donations, sign-up to our mailing list.
- to contact you regarding a service you provide to us i.e. event delivery, educational services, technical assistance

The personal information we collect may include:

- Your name including title
- Age range
- Postal address, email address and phone number
- Gift Aid information
- Employment status
- A record of any correspondence you send us
- Details of any transactions you carry out via our website
- Your contact preferences
- Records of donations
- Records of volunteering

When we ask for your personal information we will explain why we need it and direct you to this policy.

How we use the information we collect

We may use your information for a number of purposes, including:

- To process your booking including contacting you via email to inform you of any changes
- To process your online purchase
- To process your donation
- To send you information about APT and its events
- To send you surveys about our performance
- To send you information about our fundraising activities
- To send you other information you may be interested in
- To contact you about employment or volunteering opportunities with us

How we share your information

We do not share your personal information with any third party or external organisations for any purpose other than those detailed below, unless we are legally required to do so. Where we do share information we only share what is absolutely necessary to fulfil that contract. We work with carefully selected service providers who carry out some functions on our behalf. These service providers will act on our instructions and adhere to the EU GDPR (General Data Protection Regulation).

They include:

- We use a bulk email distributor, Mailchimp, for our e-newsletter. Where this is necessary we may need to transfer your personal information overseas. When you subscribe to our emails your details are held securely by Mailchimp, who will not share your information with any third parties or contact you directly at any time.

Their full Privacy Policy is available here: <https://mailchimp.com/legal/privacy/>

- We use Square for processing purchases made at events, in our shop or through invoices. The information received by us is only that needed to process your order and does not include any personal financial information such as credit card numbers or bank account details. Purchases are processed securely by Square and information submitted during checkout conforms to their own Privacy Policies, available to read here: <https://squareup.com/gb/en/legal/general/privacy>
- We use Stripe for processing donations made through our website. The information received by us is only that needed to process your order and does not include any personal financial information such as credit card numbers or bank account details. Donations made through Stripe are processed securely and information submitted during checkout conforms to their own Privacy Policies, available to read here: <https://stripe.com/gb/privacy>
- We use Art Tickets as our ticket booking platform. The information received by us is only that needed to process your order and does not include any personal financial information such as credit card numbers or bank account details. Ticket Payment is processed securely by Art Tickets

and information submitted during checkout conforms to their own Privacy Policies, available to read here: <https://www.artfund.org/pages/privacy-policy>

- We occasionally use Eventbrite as our events ticket booking platform. The information received by us is only that needed to process your order and does not include any personal financial information such as credit card numbers or bank account details. Event Ticket Payment is processed securely by Eventbrite and information submitted during checkout conforms to their own Privacy Policies, available to read here: <https://www.eventbrite.co.uk/help/en-gb/articles/460838/eventbrite-privacy-policy/>

We ensure that any transfer of data is done securely, in accordance with best practice and in accordance with GDPR (General Data Protection Regulation). We may occasionally share anonymised data with our partners to fulfil contracts and for benchmarking, i.e. The National Lottery Heritage Fund. If we do share anonymised data, it would not be possible to identify any individual person from the data we share.

Marketing

We will never sell or pass your personal data to a third party for marketing, market research or commercial purposes. We will only use your data ourselves for marketing if you have given us permission.

Profiling

Although we do not currently do this, we may in future use your data to group together people who have similar interests. For example, we might find that people who had been to certain events were likely to come to similar events. If this was the case, then we might “tag” your record to remind us to include you in invitations to similar events or to assess the likelihood that you might come to another type of event. We might carry out similar processes to help us organise our fundraising.

Other websites

This privacy notice only applies to APT’s website. This site may contain links to and from websites of other organisations. If you go to another website from this one, please read the privacy policy on that website if you want to know what it does with your information. Access to your information and correction You have a number of rights about the way we process your data.

These are as follows:

- Where our use of your data requires consent, you may withdraw this consent at any time.
- Where we rely on our legitimate interest to process data, you may ask us to stop doing so.

- You may request a copy of the data we hold about you.
- If we are carrying out profiling, you may ask us not to do so.
- You may change or stop the way in which we communicate with you or process data about you, and if it is not required for the purpose you provided it, then we will do so. Activities like processing Gift Aid donations, or holding a collection item that you have loaned or given us may mean we cannot entirely stop processing your data, but we will always endeavour to comply with such a request.
- You also have the right to make a complaint direct to the UK's data protection authority, the Information Commissioner's Office (ICO). The ICO can be contacted at:
<https://ico.org.uk/global/contact-us/>

If you would like a copy of some or all of your personal information, please contact APT by emailing postbox@frogmorepapermill.org.uk

Before we can supply this information you will need to provide adequate proof of your identity. We will endeavour to provide the information to you within 1 month of the request for information. We try to ensure all information we store is correct. If, however you find that we hold incorrect information please let us know and we will correct it.

How we store your data and keep it secure

We take all reasonable steps to ensure your data is kept secure. We hold personal data in electronic and paper form. We will keep your information only for as long as we need it to provide you with the goods, services or information you have requested, to administer your contract with us, or are required to for legal / financial reasons. Electronic information is stored on an encrypted server, which is password protected. Emails are run using Office 365. These connections are secured using SSL. No third party can access any data on the server or email server without our permission. All areas that contain any data are password protected. Staff and volunteers are contractually required to keep personal data safe and are given training in Data Protection.

Use of Cookies

Cookies provide information regarding the computer used by a visitor. We may use cookies where appropriate to gather information about your computer in order to assist us in improving our website. We may gather information about your general internet use by using cookies. Where used, these cookies are downloaded to your computer and stored on the computer's hard drive. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website. To learn more about cookies and how to manage them, visit AboutCookies.org.