
PRIVACY POLICY

Document Control

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1/1	Marketing and Fundraising Manager	Marketing and Fundraising Manager and Performance Officer	

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1. POLICY STATEMENT

- 1.1 This is the YMCA Norfolk Privacy Policy, which details our commitment to the secure processing, storing, using, retaining and disposing of personal information provided by the general public.
- 1.2 YMCA Norfolk is committed to its mission to transform young lives and delivers a range of services to achieve this aim. In order to achieve its aim, YMCA Norfolk requires support and funding for its service delivery.
- 1.3 As part of its publicity and fundraising, YMCA Norfolk sends details of its fundraising activities to the general public who wish to hear about them.
- 1.4 YMCA Norfolk is committed to protecting and respecting your privacy. Whenever you provide any personal information to us, we will treat your information in accordance with this privacy policy and in accordance with the General Data Protection Regulation 2018.
- 1.5 YMCA Norfolk will ask for and gain consent before sending any information to the general public. YMCA Norfolk will also ask for contact details in order to send information.
- 1.6 YMCA Norfolk will securely process contact information and store and retain it on a secure storage location. The contact information will only be used for the purposes as described in this policy and will not be shared with third parties.

2. PURPOSE

- 2.1 The aims of the Privacy Policy are:
 - To inform the general public how and why we use their personal data and to ensure they remain informed and in control of their information.
 - To allow for opt-in to marketing.
 - To inform the general public of our commitment to securely storing their personal information they have provided and using this to communicate with them.
 - To ensure YMCA Norfolk is compliant with the General Data Protection Regulation (implemented on 29 May 2018).

3. SCOPE & IMPLEMENTATION

3.1 The policy applies to all information we collect for non-contractual purposes.

4. POLICY DETAILS

Personal Information We Collect

- 4.1 When you donate, register online, take part in a sponsored event, contact us or interact with us in any other way, YMCA Norfolk will ask for personal information about you, such as your name, address, telephone number, email address, debit/credit card or direct debit details.
- 4.2 We will clearly ask for your consent for us to keep your personal information.
- 4.3 In addition, we will also keep details of YMCA Norfolk activities and events you have attended
- 4.4 Details of any financial payment or donation you have made will be kept securely as part of our financial procedures.

How we Use Your Information

- 4.5 YMCA Norfolk will only use your information with your consent and for the purposes it was collected for, such as:
- processing a donation that you have made.
 - sending you information about our work and how you can continue to support YMCA.
 - sending you communications you have subscribed to.
 - responding to correspondence you have sent to us.
 - making you aware of events that you can support.
 - maintaining databases of supporters and volunteers.
 - helping us monitor your ongoing consent for information.
- 4.6 We will only contact you through approved YMCA Norfolk communications. You will only receive email addresses from us, which will end with @ymcanorfolk.org.
- 4.7 We aim to respond to any query from you within seven working days.

Opt-in

- 4.8 YMCA Norfolk will ask you to “opt-in” for communications as part of new legal requirements. This enables you to choose how we communicate with you.
- 4.9 Please contact us and let us know how you would like to receive communications from us.

Images

- 4.10 Anyone who engages with our services, events and activities may have images taken of them whilst participating. When we take images we will always advise when we are taking them and give opportunity to opt out.
- 4.11 We may use these photos in our marketing material.
- 4.12 We will only publish these photos with your consent. If you are unhappy with your photo being used, please contact us. We will only publish photos of children and young people under 13 with parental consent.

Marketing and Fundraising

- 4.13 Marketing and Fundraising raise awareness of the activities and work of YMCA Norfolk.
- 4.14 We communicate this information to our supporters and this includes:
- Newsletters
 - Advertising for upcoming events
 - Information on making donations
 - How to support us
- 4.15 We will only communicate this information if you have given your consent.

Disclosure of Your Information

- 4.16 We will keep your personal information confidential and will not disclose it to any third party without your consent, unless we are obliged to do so by law or it is necessary to process information on your behalf. For example, providing details to process online donations.

- 4.17 In the event that we are required to share your personal information by law, we will contact you to inform you this process is being undertaken.
- 4.18 We require third parties to keep your information secure and not to use it or share it for their own business purposes.
- 4.19 We only work with reputable organisations who have appropriate policies and procedures in place to safeguard personal information.

Accessing and Updating Your Personal Information

- 4.20 You can request any information we hold about you by using the details below:

Email: privacy@ymcanorfolk.org

Phone: 01603 621263

Website: www.ymcanorfolk.org/privacy

Post: 35-37 Exchange Street, Norwich, Norfolk, NR2 1DP

- 4.21 Please help us to keep your information and preferences up to date by letting us know of any changes using the contact details above.

Removing Consent

- 4.22 You have the right to let us know at any time if you want to change how you hear from us or advise us if you no longer wish to receive any further communications from us. You can do this by calling or emailing with the details above.
- 4.23 We will confirm to you when we have removed your information via the method of communication you used to request it.

Secure Storage of Information

- 4.24 Information will be stored in secure storage areas once it has been collected. Information will not be stored in any other storage area other than that approved by YMCA Norfolk.
- 4.25 Information will be saved electronically on secure servers and can only be accessed from accounts approved by YMCA Norfolk or from trusted third parties administering the system.

- 4.26 All computers and accounts have anti-virus systems and firewalls to prevent loss or theft of information. This will also include the network.

Secure Retention of Information

- 4.27 All information will be retained during its processing, storage and use. Information will be kept for the retention period as directed by law. We will not keep your personal data for any longer than is necessary or for what you have agreed.
- 4.28 The retention period is set to 2 years. We will contact you within 2 years to renew your consent.

Further Rights Around Personal Information We Hold

- 4.29 You have the right to request if we hold your personal information and, if we do, to obtain a copy of this (this is known as subject access request). Please contact us with the details in 4.20.
- 4.30 You also have the right to have your data erased. However, this will not apply where it is necessary for us to continue to use the data for a lawful reason. We will inform you of the reason why a request for data erasure will be rejected.
- 4.31 You have the right to access personal data which we process automatically on the basis of your consent. We will provide this information in a common electronic format where feasible.

Cookies

- 4.32 The YMCA Norfolk website uses cookies (small text files) to monitor browsing preferences in order to make a user's experience more efficient and to provide us with the basic visitor statistics for analysis. This will not contain any personal identifiable information.
- 4.33 We use Google Analytics cookies to collect anonymous traffic data, such as page visit information, where the visitors to the site had come from and the browser and operating systems used. This information is stored by Google and subject to their privacy policy.
- 4.34 The site also makes use of session cookies. These cookies are necessary for site functionality and contain no personally identifiable information. They are deleted when the browser is closed.
- 4.35 For more information about cookies, including how to block or delete them, visit AboutCookies.org.



Third Party Websites

- 4.36 The YMCA Norfolk website may include links to other websites. This includes our Facebook and Twitter pages.
- 4.37 These links are provided for your convenience to provide further information. We are NOT responsible for these websites.
- 4.38 As with all of our sites and pages, any information we collect from you will be stored securely.
- 4.39 For third party sites, please make sure you read the privacy policy on that site as our policy does not cover these sites.

Complaints

- 4.40 If you wish to make a complaint about YMCA Norfolk, please email info@ymcanorfolk.org. You will hear a response from us within seven working days. If you wish to see our Complaints Policy and Procedure, you may request this from the email above.
- 4.41 If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office which regulates and enforces data protection law in the UK. Details of how to do this can be found at www.ico.org.uk.

Changes to This Privacy Policy

- 4.42 Any changes to this policy will be included in our newsletter or general mailout.

5. MONITORING, EVALUATION & REVIEW

- 5.1 This policy will be monitored and reviewed by the Fundraising and Marketing and Finance and Performance teams annually in line with requirements of the relevant committee or sooner in conjunction with changes in local and national legislative or policy guidance.