



Privacy Policy
DATE: April 2024
REVIEW DATE: April 2025
Version 1

What is personal information?

Personal information is any information that you give us that enables you to be identified. This includes your name, your home address, your telephone number, your personal email address. It may also include photographs and case studies.

We process and hold personal information that we need to run the operations of the Organization and for which there is a valid lawful basis. This includes information on families we support, employees, volunteers, donors and supporters.

How we process your information

Processing, in relation to personal information, means anything we may do with the information, such as obtaining, accessing, recording, disclosing, destroying or using the data in any way.

We process your personal information securely to ensure protection against unauthorised or unlawful processing and against accidental loss or destruction. Your information is processed only by authorised individuals who have received appropriate data protection training.

How we use your personal information

We use your information to enable us to operate the charity efficiently, provide effective support for families and to develop our understanding of donors and supporters, including ensuring that our communication with you is effective and in the manner you have chosen.

We will only use your information where we have a valid lawful basis to do so and will always respect your rights.

Where we use your information, it may be because you have given your consent or we have a legitimate interest to do so. Where we use legitimate interest to process your information, we will always ensure that this is done in a fair way that respects your rights. We also use your information where we have a legal obligation to do so, or because we have to fulfil contractual obligations.

Your Rights

Under GDPR, you have a number of rights in relation to your personal data, which we recognise and will act upon accordingly. These are as follows:

- The right to be informed of why, where and how we use your information

Under certain circumstances, by law, you have the right to:

- request access to your personal information
- have your personal information corrected if it is inaccurate or incomplete
- have your personal information erased from our systems where there is no longer a need for us to continue holding it
- restrict the use of your information, where you have previously provided us with your consent
- ask us to transfer your personal information to another person or organisation
- object to how your information is used.

Where you have provided consent to be contacted or to receive a service, you have the right to withdraw that consent at any time.

To withdraw your consent, or if you have any questions, please send these to support.services@swanfamily.org.uk , or contact us by telephone on [01322 618100](tel:01322618100).

Once we have received notification that you have withdrawn your consent, we will no longer process your personal information, except where legally required and, subject to our retention policy, we will dispose of your data securely.

For further information please refer to the **Information Commissioner's guidance**.

If you are at any point unhappy with the way that we handled your personal data, you can make a complaint at any time to us, or to the **Information Commissioner's Office** (ICO).

Website, email and social media

Our website uses cookies to ensure visitors get the best experience on our website as well as to provide information on how our site is being used, which enables us to enhance the online experience. For example, cookies may tell us whether you are visiting our site for the first time or returning. Some cookies are necessary to allow visitors to move around the website

and use its features, such as shopping baskets, or some collect information about performance and others allow for functionality like remembering language choices and passwords and there are also cookies that allow targeting or advertising based on browsing habits.

You have the right to choose whether to accept these cookies and can indicate to do so by choosing your cookie preferences within your browser settings. The help menu in the toolbar will tell you how to manage these, including how to have your browser notify you when you receive a new cookie, and how to disable them all together.

You can **[read more about cookies here](#)**.

We might also obtain your personal data through your use of social media channels such as Facebook, Twitter, LinkedIn, Instagram, YouTube and others, depending on your settings or the privacy policies of these services. To change your settings on these services, please refer to their privacy notices, which will tell you how to do this.

We use a third-party email service providers, to deliver our supporter emails. We collect statistics around email opening and clicks using industry standard technologies to help us monitor and improve our communications.

We may use your email address and phone number to match to your account on Facebook or other social media sites in order to show you Swan Family content while you are using these services. We will only do this where you have opted in to our marketing emails or phone calls, and your personal data is kept secure at all times. We may also use your email address and phone number to link to Facebook or other social media sites in order to identify other users of these sites whom we believe would be interested in Swan Family, and we may then show them our content.

We use Meta Pixel and Conversions API from Meta Platforms Inc. to track user activity on our website. This information helps us understand how users interact with our site and deliver targeted advertising on Meta platforms (Facebook, Instagram, etc.). The data collected may include browsing behaviour, demographics, and on-site actions. Users can **[opt out of interest-based advertising from Meta through their ad settings](#)**.

You can also read about **[how Google uses information from sites or apps that use their services](#)**.