



Welcome to Stortford Heroes privacy notice. Stortford Heroes respects your privacy and is committed to protecting your personal data. This privacy notice will tell you about how we look after your personal data when you deal with us or when you visit our website (regardless of where you visit it). It will explain your privacy rights and how the law protects you.

The Short Version

- The law says we must give you this privacy notice when we hold or use your personal data.
- We have to:
 - o Say who we are
 - o Tell you what personal data we may collect about you and how we collect it
 - o Tell you how we use your personal data and who else it might go to
 - o Tell you how we look after your personal data and how long we keep it.
 - o Tell you about your legal rights in respect of your personal data and how to exercise those rights

You can exercise your legal rights or ask any other questions about how we handle your personal data, by contacting us at info@stortfordheroes.co.uk

Purpose of this privacy notice

Please note that we do not knowingly collect data relating to children.

If you are a child and you think we have your personal data, please email us at info@stortfordheroes.co.uk or get in touch using the other contact details shown below.

This privacy notice aims to give you information on how Stortford Heroes collects and processes your personal data, including any information you may provide when you (for example):

- Visit our website
- Communicate with us as a potential or actual customer or supplier
- Sign up to our newsletter



- Attend one of our events

It is important that you read this privacy notice, together with any other privacy notice or fair processing notice we may provide on specific occasions when collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements any of those other notices and is not intended to override them.

Who we are

Stortford Heroes charity is the controller of your personal data and responsible for the website on which this privacy notice appears. Authorised agents of Stortford Heroes may also have access to personal data controlled by Stortford Heroes, but Stortford Heroes is still responsible as the data controller in those cases.

We have appointed a Data Privacy Manager who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the Data Privacy Manager using the details set out below.

Contact details

Our full details are:

Full name of legal entity: Stortford Heroes

Name of Data Privacy Manager: Janet Conboy

Email address: info@stortfordheroes.co.uk

Postal address: Stortford Heroes c/o ITVET House London Road Bishops Stortford CM23 3GW

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Changes to the privacy notice and your duty to inform us of changes

This version of the privacy notice was last updated on 23 March 2022 and there are no historic versions.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Third-party links

Our website may include links to third-party websites, plug-ins, and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- **Identity Data** includes first name, maiden name, last name, title (which may indicate marital status and gender), and, in some cases, CCTV images of you.
- **Contact Data** includes billing address and delivery address (either of which may, in certain circumstances, also be your personal address), email address, and telephone numbers.
- **Financial Data** includes personal bank account and payment card details.
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from or supplied to us (in your individual/personal capacity) and your attendance or non-attendance at any of our events (which may include dietary preferences).
- **Technical Data** includes internet protocol (IP) address, your login data, browser type, and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.
- **Usage Data** includes information about how you use our website, products, and services (in your individual/personal capacity).
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We may also collect, use, and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice. We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services, or to purchase them from you). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

2. How is your personal data collected?

We use different methods to collect data from and about you including through:



• **Direct interactions.** You may give us your Financial Data, Identity Data, Contact Data, and Transaction Data by filling in forms or by communicating with us by post, phone, email, or otherwise. This includes personal data you provide when you:

- apply for or enquire about our products or services;
- enquire about providing goods and services to us;
- subscribe to our service or publications;
- request marketing to be sent to you;
- respond to an invitation to one of our events;
- visit our premises;
- give us your business card;
- enter a competition, promotion, or survey; or
- give us some feedback.

• **Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data and Usage Data about your equipment, browsing actions, and patterns. We collect this personal data by using cookies, server logs, and other similar technologies. Please see our cookie policy for further details. In addition, when you visit our premises or attend one of our events, images of you may be captured by our CCTV.

• **Third parties or publicly available sources.** We may receive personal data about you from various third parties and public sources as set out below:

- Technical Data from the following parties:

(a) analytics providers, such as Google, based outside the EU; and

(b) search information providers based inside or outside the EU; and

- Identity and Contact Data from publicly-available sources, such as Companies House and the Electoral Register, based inside the EU.

3. How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract (e.g. a booking or a purchase from our online store) we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.



Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us at info@stortfordheroes.co.uk or using the other contact details shown above.