

## **Our Privacy Policy**

### **How we keep your personal information safe**

At Schoolreaders we are committed to protecting the privacy of our supporters. This page, together with our cookies policy, will let you know exactly how we use and protect your personal information. We aim to be clear and not do anything you wouldn't reasonably expect.

When we use the word supporters in this policy, we mean those who volunteer for us, work for us, donate to us, raise funds for us, purchase from us or use our service.

This privacy policy covers:

1. Who we are
2. What information is being collected
3. How we collect the information
4. How we use the information
5. How we might share your information
6. How we protect your data and keep it secure
7. How long we store your data for
8. How we use Cookies
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#### **1. Who we are.**

Schoolreaders is a national charity that aims to improve children's literacy by helping children learn to read well by the time they leave primary school.

We are registered as a charity in England and Wales (registered number 1159157).

Our registered and postal address is Schoolreaders, Bedford Heights, Brickhill Drive, Bedford, MK41 7PH.

#### **2. What information is being collected?**

We collect personal information - this is any information that can be used to identify you which may include your name, email address, postal address, telephone or mobile number and date of birth, financial details, UK Taxpayer information (for Gift Aid) and records of responses to campaigns, as well as how you came to find us or have been involved with our services or events.

Where we are required to collect personal data by law, or under the terms of the contract between us and you do not provide us with that data when requested, we may not be able to perform the contract (for example, to deliver goods or services to you). If you don't provide us with the requested data, we may have to cancel a product or service you have ordered but if we do so, we will notify you at the time.

We also collect marketing data which includes data about your preferences in receiving marketing from us and your communication preferences. We process this data to enable you to partake in our promotions such as competitions and prize draws, to deliver relevant website content and marketing to you and measure or understand the effectiveness of this. Our lawful ground for this processing is our legitimate interests which in this case are to study how customers use our products/services, to develop them, to grow our business and to decide our marketing strategy.

So, for example, if you donate money, request services, or become involved in our campaigns, we may collect and process the personal information that you've provided. We may also collect information from you when you report a problem with our website or if you complete a survey which we use for research purposes.

We collect customer data which includes data relating to any purchases of goods and/or services such as your name, title, billing address, delivery address, email address, phone number, contact details and purchase details. We process this data to supply the goods and/or services you have purchased and to keep records of such transactions. Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter such a contract.

We may also collect details of your visits to our website, for example your location data, other sites you've visited and the pages that you access. We use this to provide you with the information and services that you're interested in.

If you register to become a volunteer or apply for a job with us, the personal information may include data that is classed as sensitive data. This may include information such as details regarding health and criminal convictions. We require your explicit consent for processing sensitive data, so when you submit your details, we will send you a further communication asking for you to confirm your consent to this processing. When this information is collected, we will tell you so you know why it is needed.

If you register to become a reading volunteer, the personal information may include data that is classed as sensitive data. This may include information such as details regarding health and criminal convictions. We require your explicit consent for processing sensitive data, so when you apply to become a volunteer the application form will ask you to consent to this processing. We will also ask you for this consent during the interview process.

To understand how we use information about the communications devices you use, such as IP address (the location of the computer on the internet) and cookies, please see our Cookies Policy.

To understand how we collect and use images please see our Photography Policy.

### **3. How we collect the information**

We collect information from you, for example when you: apply to become a volunteer or to work with us, make a donation, take part in an event, or complete an online form on the website.

We may also receive information from third parties including volunteering sites such as Dolt or fundraising sites such as Facebook Donate, Easyfundraising, CAF Donate, Enthuse and Just Giving, This only happens if you have given your consent for data to be passed to us.

We may receive data from third parties such as

- analytics providers such as Google based outside the UK
- advertising networks based inside and outside the UK
- search information providers based inside and outside the UK
- providers of technical, payment and delivery services, such as data brokers or aggregators.

We may also receive data from publicly available sources such as Companies House and the Electoral Register.

#### **4. How we use the information**

##### **Processing**

- If you have registered for the Schoolreaders service as a volunteer or school then we will use your information to run, fund, develop and evaluate the service, invite you to events and provide information that will keep you up to date with literacy in schools, such as our newsletter.
- If you support us, for example have made a donation, signed up for an event or fundraised for us, we will mainly use your information to
- administer your donation (including processing gift aid),
- support your fundraising,
- keep a record of your relationship with us and record the contact we have with you, ensure we know how you prefer to be contacted.

We will only use your personal data for a purpose it was collected for, or a reasonably compatible purpose if necessary. For more information on this please email us at [enquiries@schoolreaders.org](mailto:enquiries@schoolreaders.org). In case we need to use your details for an unrelated new purpose we will let you know and explain the legal grounds for processing.

We may process your personal data without your knowledge or consent where this is required or permitted by law.

##### **Marketing**

Our lawful grounds for processing your personal data to send you marketing communications is either your consent or our legitimate interests.

- You can choose how you would like to receive marketing information from us.
- You can also change your mind at any time by contacting [enquiries@schoolreaders.org](mailto:enquiries@schoolreaders.org) and we will keep your preferences up to date.
- We limit the number of marketing communications we send to try and make sure we are not sending you too much.
- We may at times invite you to join in with events for fundraising, or ask you if you are able to support us further but only if appropriate and in line with this privacy policy.

We may use tools to improve the effectiveness of our communication with supporters including tracking whether you open the emails we send and if you click on a link in the message.

#### **Profiling and analysing information of our supporters**

- In order to tailor what type and level of support we ask you for, we may analyse personal information we collect about you including how you have engaged with us previously, demographic information, measures of affluence, philanthropic interests and network
- We may also use information in the public domain, for example listed Directorships or typical earnings in a given area

You can opt out of your data being used for profiling by contacting us at [enquiries@schoolreaders.org](mailto:enquiries@schoolreaders.org).

## 5. How we might share your information

We will not sell, rent, or swap your data with anyone.

Examples of where we may share your data include:

- We provide data on staff to a payroll company to enable salaries to be paid.
- We may use external consultants e.g in interview panels for job applications.
- We provide references for former staff to employers.
- We provide data to a recognised Responsible Organisation for DBS checks for safeguarding purposes.
- We provide volunteer information, including data provided in the application form and interview process, to schools to set up the Schoolreaders service.
- We report to funders on the impact of their donation.
- We use case studies to promote our service.
- We announce the winners of competitions.
- We use external parties for mailshots e.g. when posting newsletters and other communications.
- We share name and contact details of active volunteers with other volunteers in their area so they can receive peer support if they consent for us to do so.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law.

We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions, except for reading volunteers where data is shared with the school and the school processes this data in line with education safeguarding and GDPR requirements.

Where we use an external service provider to act on our behalf, we will only disclose the personal information necessary to deliver the service and will have a formal agreement in place to protect your information.

We may have to share your personal data with the parties set out below:

- Service providers who provide IT and system administration services
- Professional advisers including lawyers, bankers, auditors and insurers
- Government bodies that require us to report processing activities.

## International transfers

We are subject to the provisions of the General Data Protection Regulations that protect your personal data. Where we transfer your data to third parties outside of the UK, we will ensure that certain safeguards are in place to ensure a similar degree of security for your personal data. As such:

- We may transfer your personal data to countries that the United Kingdom regulatory authorities have approved as providing an adequate level of protection for personal data; or
- If we use US-based providers that are part of a UK regulator approved privacy framework, we may transfer data to them, as they have equivalent safeguards in place; or
- Where we use certain service providers who are established outside of the UK, we may use specific contracts or codes of conduct or certification mechanisms approved by the European Commission which give personal data the same protection it has in Europe<sup>1</sup>.

If none of the above safeguards is available, we may request your explicit consent to the specific transfer. You will have the right to withdraw this consent at any time.

## **6. How we protect your data and keep it secure**

We have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation. We also allow access to your personal data only to those employees and partners who have a business need to know such data. They will only process your personal data on our instructions, and they must keep it confidential.

We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach if we are legally required to.

## **7. How long we store your data for**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting or reporting requirements.

When deciding what the correct time is to keep the data for, we look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

For tax purposes the law requires us to keep basic information about our customers (including contact, identity, financial and transaction data) for 6 years after they stop being customers.

In some circumstances we may anonymise your personal data for research or statistical purposes in which case we may use this information without further notice to you.

We are legally required to hold some personal information to fulfil statutory obligations, for example the collection of Gift Aid.

We will also hold information about your details so that we can respect your preferences for being contacted by us.

We will hold personal data in accordance with our data retention policy, for example:

- Donations you have made to us.  
For 7 years since the date of your last donation.
- Legacy donations  
For 7 years after the legacy is received.
- Entering competitions

For 5 years after entering the competition.

- Staff

For 6 years after you have completed your last day of paid employment with us.

- Job Applicants

For 1 year after submission of the application.

## 8. How we use Cookies

Please see our cookies policy on the website. You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of Schoolreaders website may become inaccessible or not function properly. For more information about the cookies we use, please see our cookies policy on the website <https://www.schoolreaders.org/cookies-policy>

## 9. Website – Third Party Links

Schoolreaders 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.

## 10. Your rights

Under data protection laws you have rights in relation to your personal data that include the following:

- a. The right to be informed
- b. The right of access
- c. The right to rectification
- d. The right to erasure
- e. The right to restrict processing
- f. The right to data portability
- g. The right to object
- h. Rights in relation to automated decision making and profiling.

You can see more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you wish to exercise any of your rights, as listed above please write to us at: Schoolreaders, Bedford Heights, Brickhill Drive, Bedford, MK41 7PH or email us at [enquiries@schoolreaders.org](mailto:enquiries@schoolreaders.org)

If you make a request relating to any of the rights listed above, we will consider each request in accordance with all applicable data protection laws and regulations. You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive or refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive

it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a few requests. In this case, we will notify you.

## **11. Changes**

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes. If you are a reading volunteer or registered school please contact us at [admin@schoolreaders.org](mailto:admin@schoolreaders.org), otherwise please contact [enquiries@schoolreaders.org](mailto:enquiries@schoolreaders.org).

If you wish to contact us by post then please write to: Schoolreaders, Bedford Heights, Brickhill Drive, Bedford, MK41 7PH.

We reserve the right to make changes to this Privacy Policy. Each time you visit this site you should check this Privacy Policy to check that no changes have been made to any sections that are important to you. Where appropriate, any changes will be notified to you by email.

## **12. Contact us or make a complaint**

If you have any questions or concerns about this privacy policy or if you wish to file a complaint, please contact our Data Protection Co-ordinator:

Email: [enquiries@schoolreaders.org](mailto:enquiries@schoolreaders.org)

Telephone: 01234 924222

Address: Data Protection Co-ordinator, Schoolreaders, Bedford Heights, Brickhill Drive, Bedford, MK41 7PH.

You have the right to lodge a complaint with the Information Commissioners Office (ICO) if you believe your data has been processed in a way that does not comply with the GDPR. You can do so by calling the ICO helpline on 0303 123 1113 or via their website. We should be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you.