

CHELSEA ACADEMY FOUNDATION

PRIVACY POLICY

The Chelsea Academy Foundation (the “Foundation”) is a charity registered in England and Wales with charity number 1120784. The Foundation takes the privacy of everyone we interact with very seriously, and we are committed to protecting your personal data. We will not sell your personal data for any reason and will only ever share it with third parties to facilitate our communications with you and administrative purposes that adhere to this privacy policy. This privacy policy relates to information which is obtained by the Foundation and for which the Foundation is the Data Controller. That is to say, data for which the Foundation sets the purpose of the use as well as how this data will be used.

WHAT INFORMATION DO WE COLLECT?

We may collect, store and use the following kinds of personal data:

1. Information about your visits to and use of this webpage, webpage and our social media pages;
2. Information passed to us by third party, such as fundraising or alumni, websites when you sign up to Foundation-sponsored events. These independent third parties will pass your data to the Foundation where you have indicated that you wish to support the Foundation and have given your consent or it is a necessary part of completing a contract with you;
3. Information that you provide to us for the purpose of subscribing to our newsletters and/or email notifications;
4. Information received at events for the purpose of supporting the Foundation;
5. Information received via correspondence such as email, phone calls, letters or other messaging for the purposes of supporting the Foundation;
6. Information received when you make a donation in person, taking part in a fundraising event or other Foundation-sponsored event; or
7. Information that is publicly available if we consider that you may be interested in giving major gifts to the Foundation.

We only collect personal data relevant to the type of transactions or interaction you have with the Foundation. Whatever your interaction with us, this information will be minimal and linked to the purpose for which we need it. Typically, we collect the following information:

- Name, address, telephone and/or mobile number, email addresses
- Contact preferences (how we should contact you in the future)
- Credit card and/or Bank account details to facilitate a donation
- Gift Aid status
- Career and professional details to facilitate volunteering, speaking opportunities, work experiences, internships or other opportunities for the purposes of supporting the Foundation
- Records of your correspondence and engagement with us

- Images, photographs or videos if you take part in an event with us, provided that you have given your consent
- Survey responses
- Employer details and National Insurance number if you are a payroll donor
- Details of your relationship to other supporters where appropriate
- Publicly available information such as views and positions you have expressed

This information may be collected via:

- Any paper forms you complete
- Telephone conversations or face-to-face interviews
- Digital forms completed via our webpage or third-party webpages such as Mailchimp, Chelsea Academy, Chelsea Academy alumni and our donation services
- Publicly available sources
- Communication via social media

PURPOSES FOR USING YOUR PERSONAL DATA

Personal data submitted to this webpage will be used for the purposes specified in this privacy policy or in relevant parts of the webpage. In addition to the uses identified elsewhere in this privacy policy, we may use your personal information to:

1. Process donations and Gift Aid administration on our database;
2. Send our supporters marketing information about our projects, fundraising activities or events and appeals where we have their consent or are otherwise allowed to;
3. Recruit trustees and volunteers;
4. Record communications to help know when you have supported or contacted the Foundation;
5. Verify that communication preferences are current;
6. Comply with legal requirements such as DBS checks where applicable;
7. For the Foundation's legitimate business interests or activities as a charity;
8. Improve your browsing experience; or
9. Provide other organisations with statistical information about our users – but this information will not be used to identify any individual user.

We may need to let third parties who provide services to the Foundation access your data. These parties support the Foundation with sending emails, complying with legal requirements, processing credit card or bank transfer payments. These “data processors” will only act under our instruction and are subject to pre-contract scrutiny and contractual obligations containing strict data protection clauses. We will only provide these third parties with the relevant information they need to deliver the specific service and we will take all reasonable care to ensure your data is kept secure and treated with respect and integrity.

LEGAL BASES ON WHICH WE RELY

We rely on the following legal bases in our marketing activities:

- Consent: wherever possible, we will ask for your consent to send you marketing information;
- Legitimate Interest: in specific situations, we process your data to pursue our legitimate interests in ways which might reasonably be expected and which do not materially impact your rights, freedom or interests;
- Legal Compliance: if the law requires us, we may need to collect and process your data; and
- Public Interest: in limited situations, we may use data in the public interest.

INFORMATION ABOUT WEBPAGE VISITS

The Foundation, along with Chelsea Academy, may collect information about your computer and your visits to this webpage such as your IP address, geographical location, browser type, referral source, length of visit and number of page views. We may use this information in the administration of this webpage, to improve the webpage's usability, and for marketing purposes. For information on the Chelsea Academy's Privacy Policy, please click [here](#).

The Foundation and Chelsea Academy use cookies on this webpage and website, respectively. A cookie is a text file sent by a web server to a web browser and stored by the browser. The text file is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may send a cookie which may be stored by your browser on your computer's hard drive. We may use the information we obtain from the cookie in the administration of this webpage, to improve the webpage's usability and for marketing purposes. We may also use that information to recognise your computer when you visit our webpage, and to personalise our webpage for you.

Most browsers allow you to refuse to accept cookies. (For example, in Internet Explorer you can refuse all cookie by clicking "Tools", "Internet Options", "Privacy", and selecting "Block all cookies" using the sliding selector.) This will, however, have a negative impact upon the usability of many websites.

OTHER DISCLOSURES

In addition to the disclosures reasonably necessary for the purposes identified elsewhere in this privacy policy, we may disclose information about you:

1. To the extent that we are required to do so by law;
2. In connection with any legal proceedings or prospective legal proceedings;
3. In order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);
4. Except as provided in this privacy policy, we will not provide your information to third parties.

SECURITY OF YOUR PERSONAL DATA

We will take reasonable precautions to prevent the loss, misuse or alteration of your personal information. We ensure that there are appropriate technical controls in place to protect your personal details. Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

THIRD PARTY WEBSITES

Our website may contain hyperlinks to websites owned and operated by other organisations. These third-party websites have their own privacy policies, including policies on their use of cookies and we urge you to review them. We are not responsible for the privacy policies of third-party webpages.

HOW LONG WILL WE KEEP YOUR PERSONAL INFORMATION

We will hold your personal information on our systems for as long as is necessary for the relevant activity, for example we will keep a record of donations subject to gift aid for at least seven years to comply with HMRC rules.

If you request that we stop sending you marketing materials we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.

YOUR RIGHTS OVER YOUR PERSONAL DATA

You have a variety of rights in respect of your data including the rights to see, update, restrict, object to the use of or withdraw use of your data. You can contact us to request to exercise these rights at any time.

UPDATE INFORMATION OR OPT OUT OF COMMUNICATIONS

The accuracy of your information is really important to us. We make it easy for you to tell us how you want us to communicate in a way that suits you. To change your communication preferences or to opt out of any forms of communication, email us at CAF@chelsea-academy.org. You can also click the unsubscribe link at the bottom of our emails or write to Chelsea Academy Foundation, Attention: Fundraising and Development Manager, Lots Road, London SW10 0AB.

WEBPAGE DISCLAIMER

Introduction

This disclaimer governs your use of our webpage; by using our webpage, you accept this disclaimer in full. If you disagree with any part of this disclaimer, do not use our webpage.

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To the maximum extent permitted under applicable law we exclude all representations, warranties and conditions (including, without limitation, the conditions implied by law of satisfactory quality, fitness for purpose and the use of reasonable care and skill).

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liability for any statements, information, products or services that are published on or are accessible through any websites owned or operated by third parties.

However, nothing in this disclaimer shall exclude or limit our liability for fraud, for death or personal injury caused by our negligence, or for any other liability which cannot be excluded or limited under applicable law.

Your Communications

Any communication or material that you transmit to, or post on, any public area of the site including any data, questions, comments, suggestions, or the like, is, and will be treated as, non-confidential and non-proprietary information.

If you post or send offensive, inappropriate or objectionable content to or anywhere on our website, we may use your personal information to stop such behaviour. Where we reasonably believe that you are or may be in breach of any of the laws of England and Wales (or the law of Scotland if you live there) (e.g. because content you have posted may be defamatory), we may use your personal information to inform relevant third parties such as your employer, internet provider or law enforcement agencies about the content and your behaviour.

Variation

We may revise this disclaimer from time-to-time. Please check this page regularly to ensure you are familiar with the current version.

Entire agreement

This disclaimer constitutes the entire agreement between you and us in relation to your use of our webpage and supersedes all previous agreements in respect of your use of this webpage.

Law and jurisdiction

This notice will be governed by and construed in accordance with English law, and any disputes relating to this notice shall be subject to the exclusive jurisdiction of the courts of England.

Reviewed and Approved by Chelsea Academy Foundation at Trustee Meeting 24/01/2024