



The Maple Tree Privacy Notice Users

This document explains how the Maple Tree uses personal data relating to those using the centre services.

Who we are

The Maple Tree is a registered charity providing services for young children and their families. When we use the words 'we' 'us' and 'our' in our policies we are referring to The Maple Tree. Our website address is:
<http://www.mapletree.org.uk>.

Why we collect data

We collect and process data to help us to:

- build financial support for the Maple Tree through fundraising and marketing activities as well as making grant applications
- send communications to you about the Maple Tree and its services
- administer standing orders and donations
- publicise and administer volunteering opportunities
- administer membership
- publicise and provide services and activities that meet the needs of the families attending.

We do not sell your information to anyone else.

The personal data we collect

We collect and hold personal data about you. This means any information which identifies you, or which can be identified as relating to you personally, such as your name, address, phone number, email address, gender.

We only collect the personal data we need and use this information to help us fund and provide services that meet the needs of families with young children especially those living in the parishes we support.

The personal data we collect from you includes:

- your name, address, phone number, email address and other relevant contact details and preferences to help us contact you
- relevant family information including basic health information so we can provide services tailored to your needs

- financial information including records of donations, standing orders and fundraising
- information about your attendance linked to your postcode to help us identify how many families are attending from each of the parishes we serve. In turn this helps us apply for grants and funding from your parish council
- questions, queries or feedback you leave, including your email address if you contact us via email, our website or facebook
- your email address if you sign up to our weekly emails
- your Internet Protocol (IP) address, and details of which version of web browser you used when you use our website; this helps with spam detection.

Most of the personal data we hold is obtained from your registration form and by signing the register each time you attend. We may occasionally seek further information, for example if you wish to pay by standing order, you bring another child to use our services or you consent for us to contact other services that might help you.

We may sometimes collect and use some 'sensitive personal data'. This is defined as information about racial or ethnic origin, political opinions, religious or other similar beliefs, trade union membership, physical or mental health, sexual life, and criminal allegations, proceedings or convictions. We may use aggregated sensitive personal data to help us monitor equal opportunities, and to research whether we deliver the right services for everyone, regardless of their background or beliefs. We will make it clear if we are asking for such data so that you may opt out of giving it.

We may automatically collect data if you use our social media or website services. This may include any comments you leave, the pages you have visited, information about the device or browser you are using, any errors you encountered and data relating to any online transactions.

Third parties

This privacy notice only applies to The Maple Tree and does not cover other services or organisations.

We do use some third-party services primarily in relation to our digital services (see the list below).

We also may use links to other websites such as Just Giving. If you go to another website from www.mapletree.org.uk read the privacy policy on that website to find out what it does with your information.

We use cookies on our website. These are small electronic data files that can hold information about you. We use them on our website to improve the experience of users (eg by remembering your details so you don't have to fill in your details again) and to help with the smooth running of the website. To find

out more about cookies including how to see what cookies have been set and how to manage and delete them visit www.allaboutcookies.org.

We use Google Analytics software to collect information about how you use our website, including IP addresses. The data is anonymised before being used for analytics processing. This includes

- the pages you visit on our website
- how long you spend on each page
- how you got to the site
- what you click on while you're visiting the site

We do not store your personal information through Google Analytics (for example your name or address). Their privacy policy is available at <https://policies.google.com/privacy?hl=en-GB>

We use Vimeo to embed videos onto our web pages. Cookies are used by Vimeo to track and analyse information about how the Vimeo service is being used so they can make improvements and report on performance. You can find out more at https://vimeo.com/cookie_policy

We use Mailchimp to provide our email newsletter service. You can find out about how Mailchimp use your personal information at <https://mailchimp.com/legal/privacy/>

We use a hosting provider, Wordpress, who may collect information for example to help with spam detection. Their privacy policy is available at <https://automattic.com/privacy/>

We use Facebook to promote our service, provide activities and deliver information. We use Facebook Insights to track and analyse aggregated data about the use of our Facebook page. We use Messenger for private communications relating to Facebook posts. You can find out about privacy and Facebook at: <https://www.facebook.com/policy.php>

Protecting your data

We keep your data secure in our computer database with appropriate security mechanisms in place, or in a locked cabinet.

In principle we do not share your data with anyone else or any other organisation unless it is necessary for the purpose for which you have given us the data or to fulfil our legal obligations or to keep children and vulnerable adults safe.

If you upload photographic images to our Facebook pages or our website, you should be aware that some images have embedded location data. This means the location the photograph was taken may be visible to other visitors to these sites

Our responsibilities

The law allows us to hold and use your data if it is in our legitimate interest to do so, but only for so long as we need to. Some activities (for example sending you emails which promote the Maple Tree) require your explicit consent. We obtain this consent before carrying out that activity.

We will keep data for as long as is needed to complete the task for which it was collected. Normally we will delete your data if you have not attended a session for 12 months unless you still continue to have a relationship with us for which we need your data. Examples might include a continued help with fundraising, volunteering or paying a standing order. In these cases, we expect to keep your data for as long as that relationship exists, or until we no longer need it.

However some services we use are supported by third parties such as Facebook and the comments left there are not removed. We have no control over the data you supply on Facebook. Facebook has its own privacy policy at <https://www.facebook.com/privacy/explanation>

Your rights

You have a variety of rights about the way we process your data. These are as follows:

- you may withdraw your consent for us to use your data
- you may request a copy of the data we hold about you and wherever possible we will do so within 28 days.
- you may change or stop the way in which we communicate with you or process data about you.
- you may ask us to delete or destroy the data we hold about you or your children
- if you are not satisfied with the way we have processed your data then you can complain to the Office of the Information Commissioner.

Contacting us

If you have any questions about this privacy notice, about the way in which we process your data, or if you wish to change the way we use your data, including how we communicate with you, then please contact us initially at:

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