



## **EmpathyLab Privacy Policy (Published May 8<sup>th</sup> 2018)**

### **Privacy Policy**

EmpathyLab is committed to keeping your information secure and managing it in accordance with our legal responsibilities under privacy and data protection laws. This privacy policy explains how we use any personal information we hold about you and your rights in this regard.

### **About us**

EmpathyLab is a not-for-profit Community Interest Company. Our Registered Company Number is 10876747 and our address is 15 Quarry Road, Winchester, Hampshire, SO23 0JF.

### **About you**

You are a person who has done one or more of the following:

- used our website which is currently at [www.empathylab.uk](http://www.empathylab.uk)
- subscribed to our mailing list.
- completed an online or paper feedback form.
- contacted us via email, via the contact form on our website or otherwise.
- interacted with us on social media, either directly or indirectly.
- contracted our services
- attended one of our events

This privacy policy doesn't cover personal data we may hold about you as a result of you being an employee, supplier or freelance/sole trader with whom we work or we are discussing working with.

### **The information we may hold about you**

Information we hold about you might include:

- information you provide us in an online or paper form (for example, your name and contact details, postcode, feedback about our work).
- details of your attendance at our events.
- communications with us (for example, using the contact form on our website, by email)
- information about your event attendance and interactions with our communications – including the information available through the services we use to do this, currently Mailchimp
- your publicly available social media activity or analytics on you provided by social media platforms e.g. Twitter handle, posts and location.

## **How we use information about you**

We collect and hold information about you so we can:

- personalise your experience of our website and/or communications.
- manage our organisation effectively and continually improve what we do.
- inform future programming of events, workshops and other activities run by the company.
- encourage bookings for our events according to what marketing communications you have agreed to.
- to communicate with you about ourselves and our work, and other information that we think you might find interesting, and opportunities to support us.

Although we sometimes will tell you about work from others, we won't pass information we hold about you to them – unless you explicitly give us your permission.

We may use any feedback you give us in public communications. But we won't do so in a way that people would know it was from you – unless we get your permission.

We may share information about you with other organisations who help us deliver services to you but this will always be under the same conditions as we are bound by under this privacy policy.

We may share information about you with law enforcement agencies or other organisations or individuals if we are obliged to by law.

## **Use of anonymised data**

We will not share anything which identifies you personally.

We use a third party providers, 123-Reg website builder and Google Analytics, to collect standard internet log information and details of visitor behaviour patterns, for example, what you look at or access, traffic data, location data, weblogs and other communication data, information about your computer, including – where your browser provides this – your IP address, operating system and browser type. This information is anonymised, and we will make no attempt to find out the identities of those visiting our website.

We use a third party provider, MailChimp, to deliver our e-newsletters. Through MailChimp we gather statistics around email opening and clicks which are not personally identifiable.

## **Marketing**

We would like to communicate with you about ourselves, our work, future projects, other things that we think you might find interesting and opportunities to support our work.

We will only do this if you explicitly give us permission to do this. For example, we won't add you to our mailing list if you contact us through the contact form but do not agree to be added.

You have the right to opt out at any time from us contacting you for marketing

purposes. If you no longer want to be contacted for marketing purposes send us an email or click 'unsubscribe' within the email we have sent you.

## **Storage and retention**

We will only store your information in services within the EEA, or in services signed up to the EU-US Privacy Shield.

We will keep your information for as long as is required for us to provide you with the service you have requested. Where your information is no longer required, we will ensure it is disposed of in a secure way.

## **Contacting us, access to your information and right of correction**

You have the right to request a copy of the information that we hold about you.

If you would like a copy of some or all of the information we hold about you – or otherwise want to contact us, please email or write to us at the address below. We want to make sure that the information we hold about you is accurate and up to date. You can ask us to correct or remove information you think is inaccurate.

## **Cookies**

Cookies are text files placed on your computer by a website to collect standard internet log information and information about the behaviour of visitors that visit a website.

For further information on how we collect cookies on our website [www.empathylab.uk](http://www.empathylab.uk), visit <https://www.123-reg.co.uk/terms/cookie-law-terms.shtml>

We will use the information we collect as a result of you accepting a cookie from our site to track your use of the website and to compile reports on the use of the website by all visitors.

You can set up your browser not to accept cookies, and the website above tells you how to remove cookies from your browser. In a few cases, some features of our website may not function fully as a result.

## **Other websites**

From time to time, in our email communications, blogs and newsletters, we share links to other websites. If you follow links to other websites, you should read their privacy policies to see how they use information about you.

## **Changes**

We keep our privacy policy under regular review and will place any updates on this website. This privacy policy was last updated on May 8<sup>th</sup> 2018

Things that could change in the future without us coming back to you to get your agreement or permission again:

- we could move our website to a different address.
- we could change the services we use to sell tickets or do mailings.

## **Contact**

This privacy policy was drafted with brevity in mind. It does not provide exhaustive detail of all aspects of EmpathyLab's collection and use of personal information.

However, we are happy to provide any additional information or explanation needed.

Any requests for this should be sent to the address below.

If you have any questions or feedback about this Policy, or would like to exercise your rights with respect to your personal information, please contact us via

info@empathylab.uk or write to EmpathyLab, 15 Quarry Road, Winchester, Hampshire, SO23 0JF.