



Feel Good Factor Privacy Statement

1. Introduction

Feel Good Factor (FGF) is a registered charity in England and Wales (1121467) established in 2003. We take our duty to process your personal data very seriously. This statement explains how we collect, manage, use and protect any information we collect about you to ensure you remain informed and in control of your personal information.

We will amend this privacy statement from time to time to ensure it remains current and accurately reflects how and why we use your personal data. The most up-to-date version will always be posted on our website.

2. What information we collect

FGF is what is known as the 'controller' of the personal data provided by you to us. We will usually collect personal data about our service users, staff, volunteers and sessional workers. Any activities and involvement with FGF will result in personal data being created. This could include details of how you have helped us by volunteering or being involved with our events.

We may conduct research and analysis on the information we hold, which can in turn generate personal data. For example, by analysing your interests and involvement with our work and activities, we may be able to build a profile which helps us decide which of our communications and activities are likely to be of interest and appropriate to you.

We do not normally collect or store sensitive data information relating to health, beliefs or political affiliation about service users. However there are some situations where this will occur including, but not exclusively, if:

- An accident or incident occurs on our property or at one of our events
- In attending one of our events you have disclosed specific access or dietary needs
- If you disclose specific information to enable you to access our services and activities

If this does occur we will be very clear about our reason for collecting such information and we would only do so with your specific consent and permission. We will ensure your privacy rights are protected.

3. How we collect your information

We collect information about you when they enquire about using any of our services as part of us providing our services and activities or upon enrolment into our activities and services.

We collect your personal information in a number of ways:

- When you provide it to us directly. Attendance at activities and involvement with FGF will result in personal data being created
- When we collect it as a result of you using our website
- When you have provided permission to other organisations to share it with us (eg Facebook or Twitter)
- When it has been given it to a third party. For example, if we are working in partnership with another organisation (ie another charity we're collaborating with to deliver a contract). Information will not be shared outside the organisations who are bound under the terms of the contract and a strict information sharing protocol will be in force

4. How we use your information

We will only use your information for the purpose or purposes for which it was collected for. These purposes include:

- Where the information is needed to fulfil a request or to enable us to provide a more personalised service. We will process personal data (with your consent) to provide you with information that has been requested about our work or our activities.
- We use personal data for administrative purposes to help us respect choices and preferences (e.g. if you asked not to receive marketing material).
- Where we need to do this to fulfil a contract, or where we are required to do this by law or other regulations.
- When it is in our legitimate interests to do this and when these interests do not override your rights. These legitimate interests may include providing you with information on our services, newsletter requests, feedback, and other activities.

This helps inform our approach with the communities in which we work and makes FGF a stronger and more effective organisation and aims to provide you with a better experience through more relevant communications, information and delivery of services. We evaluate, categorise and profile personal data in order to tailor materials, services and communications, and prevent unwanted material being communicated.

4a. Marketing

We use personal data to communicate with people, to promote FGF and to help with fundraising. This may include keeping you up to date with our news, events, and fundraising information. This includes all our *marketing communications (*the term marketing is broadly defined and covers information about FGF and its work and activities)

You can decide at any time not to receive communications or change how we contact you by emailing office@fgfleeds.org , writing to: Feel Good Factor, 53 Louis Street, Chapeltown, Leeds, LS7 4BP, by telephoning 0113 3504200, or by clicking on the Unsubscribe option on our electronic marketing communications.

In all our marketing communications, we will only contact you specifically about the information, events and activities if you have opted into to receiving marketing from us (and you can unsubscribe at any time).

4b. Sharing your information

We only disclose information to third parties or individuals when obliged to by law eg for purposes of national security, taxation and criminal investigations, and the following:

- If you have agreed that we may do so.
- When we use other companies to provide services on our behalf e.g. sending out newsletters
- If we receive a complaint about any content which may have been posted on social media about the organisation or if we believe that we need to do so to protect and defend the rights, property or personal safety of FGF, our website or our visitors and for other lawful purposes
- If we merge with another organisation to form a new entity, information may be transferred to the new entity
- If we run an event in partnership with other named organisations, your details may need to be shared. We will be very clear what will happen to your personal data when someone registers with us on these occasions

We will never sell or rent your personal information to other organisations.

6. How we store and retain your information securely

6.1 Retention

We hold your personal information only as long as necessary for each purpose we use it. We regularly review what information we hold and securely delete what is no longer required. For successful funding application requirements, we will retain data for up to 7 years in line with financial best practice for our accounting purposes and to meet contractual needs. All data will be held in line with statutory requirements and if ever your personal data is required beyond those timelines we will advise you of the duration and the legitimate reason why.

6.2 Data Security

We employ a variety of physical and technical measures to keep personal data safe and to prevent unauthorised access to, or use or disclosure of your personal information.

Electronic data and databases are stored on secure computer systems and we control who has access to information (using both physical and electronic means).

Our staff receive data protection training and we have a set of detailed data protection protocols which staff are required to follow when handling your personal data. Our electronic data is stored within secure cloud servers in the EU. Paper copies of any personal data is stored in secure locked cabinets.

7. Keeping you in control

We want to ensure that you remain in control of your personal data. The General Data Protection Regulations give everyone a number of very important rights.

You have the right to:

- Ask us to remove your personal data from our records (though this will not apply where it is necessary for us to continue to use the data for a lawful reason)
- Have inaccurate data rectified
- Request a copy of the personal information which FGF holds
- Ask us to stop using your personal information for marketing or profiling, and if technically feasible, the right to obtain and reuse personal data for an your own purposes
- Request to change the way you hear from us or withdraw permission for us to process your personal data at any time by contacting us

8. Cookies and website

We use traffic log cookies to identify which pages of our website are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is then removed from our system

9. Legitimate interest

Under GDPR laws we have a number of lawful reasons that we can use (or 'process') your personal information. One of these lawful reasons is called 'legitimate interests'.

Broadly speaking, 'legitimate interests' means that we can process your personal information if we have a genuine and legitimate reason **and** we are not harming any of your rights and interests.

So what does that mean? When you provide your personal details to us we use that information for our legitimate business interests to carry out our work. Before doing this we will also carefully consider and balance any potential impact on you and your rights.

Some typical examples of when we might use this approach are for preventing fraud; direct marketing; maintaining the security of our systems; data analytics; enhancing, modifying or improving our services; identifying usage trends; and determining the effectiveness and success of our activities and events.

We will process the personal information you have supplied to us to conduct and manage our business to enable us to give you the most appropriate marketing, information, service and products and provide the best and most secure experience.

These are what we consider to be our 'legitimate interests' for holding and processing your data. When we process your personal information for our 'legitimate interests', we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests – we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent, or are otherwise required or permitted to by law).

Remember, you can change the way you hear from us or withdraw your permission for us to process your personal details at any time by contacting us (see contact details at the end of this statement).

How to contact us

If you have any questions about this policy or how we use and handle your data, please get in touch using the details below:

Email: office@fgfleeds.org

Phone: 0113 350 4200

The Chief Executive

Feel Good Factor

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Leeds

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