

Suicide Prevention UK

Privacy Policy

How we respect privacy when we deal with personal information collected by our organisation

Scope of privacy policy

This privacy policy applies to information we **Suicide Prevention UK** collect about individuals who interact with our organisation. It explains what personal information we collect and how we use it. **Suicide Prevention UK** is committed to maintaining the privacy and confidentiality of information provided by you, directly to us, or through our website. The term ‘personal data’ refers to personally identifiable information about you as defined in the Data Protection Act 1998.

If you have any comments or questions about this policy, feel free to contact us at info@spbristol.org

Modifications/changes to privacy policy

We are continually improving our methods of communication and because of these ongoing changes, changes in the law and the changing nature of technology, our data protection practices will change from time to time. We will publish the most recent version on our website. If a modification meaningfully reduces your rights, we will notify people whose personal data we hold and is affected.

1. Personal data that we process

The following table explains the types of data we collect and the legal basis, under current data protection legislation, on which this data is processed.

Suicide Prevention UK
Suite 601
179 Whiteladies Road,
Bristol, BS8 2AG.
Tel: 0800 689 5652
www.spuk.org.uk
info@spuk.org.uk

Registered Charity Number:
1187866

Purpose	Data (key elements)	Basis
Enquiring about our organisation and its work	Name, email, message	Legitimate interests - it is necessary for us to read and store your message so that we can respond in the way that you would expect.
Subscribing to email updates about our work	Name, email	Consent - you have given your active consent.
Making a donation	Name, email, address, payment information	Legitimate interests - this information is necessary for us to fulfil your intention of donating money and your expectation of receiving a confirmation message.
Marketing purposes and market research	Name, email, address	Consent – you have given your active consent
Website functionality	Website activity collected through cookies	Legitimate interests - it is necessary for us to store a small amount of information, usually through cookies, to deliver functionality that you would expect and improve our services.

2. How we use your data

We will only use your data in a manner that is appropriate, considering the basis on which that data was collected, as set out in the table at the top of this policy.

For example, we may use your personal information to:

- reply to enquiries you send to us
- handle donations or other transactions that you initiate
- where you have specifically agreed to this, send you marketing communications by email relating to our work which we think may be of interest to you.

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- to contact you to inform you of our services or events

We will not sell or share your information with other organisations to use for their own purpose.

3. When we share your data

We will only pass your data to third parties in the following circumstances:

- you have provided your explicit consent for us to pass data to a named third party
- we are using a third party purely for the purposes of processing data on our behalf and we have in place a data processing agreement with that third party that fulfils our legal obligations in relation to the use of third-party data processors; or
- we are required by law to share your data.

In addition, we will only pass data to third parties outside of the EU where appropriate safeguards are in place as defined by Article 46 of the General Data Protection Regulation.

4. How long we keep your data

We take the principles of data minimisation and removal seriously and have internal policies in place to ensure that we only ever ask for the minimum amount of data for the associated purpose and delete that data promptly once it is no longer required.

Where data is collected on the basis of consent, we will seek renewal of consent at least every three years.

5. Rights you have over your data

You have a range of rights over your data, which include the following:

- Where data processing is based on consent, you may revoke this consent at any time and we will make it as easy as possible for you to do this (for example by putting ‘unsubscribe’ links at the bottom of all our marketing emails).
- You have the right to ask for rectification and/or deletion of your information.
- You have the right of access to your information.
- You have the right to lodge a complaint with the Information Commissioner if you feel your rights have been infringed.

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A full summary of your legal rights over your data can be found on the Information Commissioner's website here: <https://ico.org.uk/>

If you would like to access the rights listed above, or any other legal rights you have over your data under current legislation, please get in touch with us.

Please note that relying on some of these rights, such as the right to deleting your data, will make it impossible for us to continue to deliver some services to you. However, where possible we will always try to allow the maximum access to your rights while continuing to deliver as many services to you as possible.

6. Cookies & usage tracking

A cookie is a small file of letters and numbers that is downloaded on to your computer when you visit a website. Cookies are used by many websites and can do a number of things, e.g. remembering your preferences and counting the number of people looking at a website.

Where cookies are used to collect personal data, we list these purposes in section 1 above, along with other personal data that we collect. However, we also use some cookies that do not collect personal information but that do help us collect anonymous information about how people use our website. The information collected about usage of our website is not personally identifiable. The data is collected anonymously, stored and used by us to create reports about website usage.

7. Links to other websites

Our website may contain hyperlinks to websites that are not operated by us. These hyperlinks are provided for your reference and convenience only and do not imply any endorsement of the activities of such third-party websites or any association with their operators. We do not control these websites and are not responsible for their personal data practices. We urge you to review any privacy policy posted on any site you visit before using the site or providing any personal data about yourself.

8. Privacy

Access to our website is via secure log-in for use by our Suicide Prevention UK CEO and our website administrator, only, to provide and maintain online information and services. For all areas of our website

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which collect personal information we use a secure server. As with any data transmission over the Internet, it cannot always be 100% secure. Whilst we try our best to protect your personal information, we cannot guarantee the security of any information you transmit to us and you do so at your own risk.

Date policy reviewed: 8th January 2023

Next review date: 8th January 2024

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