

SUICIDE PREVENTION UK WEBSITE PRIVACY POLICY

Registered Charity Number: 1187866

This Privacy Policy describes how your personal information is collected, used, and shared when you visit our website.

DEFINITIONS

What are Cookies?

A cookie is a small, simple file that is sent along with pages of this website and stored by your browser on the hard drive of your computer or another device.

The information stored therein may be returned to our servers or the servers of the relevant third parties during a subsequent visit.

What are Scripts?

A script is a piece of programme code that is used to make our website function properly and interactively. This code is executed on our server or your device.

What is a Web Beacon?

A web beacon (or a pixel tag) is a small, invisible piece of text or image on a website that is used to monitor traffic on a website. To do this, various data about you is stored using web beacons.

INFORMATION WE COLLECT

When we talk about “Information” in this Privacy Policy, we are talking about Individual, Business or Visitor Information, Device Information and Marketing Information.

Device Information

When you visit the website, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device.

We refer to this Automatically Collected information as “Device Information.”

We may collect Device Information using the following technologies:

1. “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies and how to disable cookies, visit <http://www.allaboutcookies.org>.
2. “Log files” track actions occurring on the site and collect data, including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
3. “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the site.

Visitor Information

Additionally, as you browse the website, we collect information about the individual web pages that you view, what websites or search terms referred you to the website, and information about how you interact with the website.

Individual or Business Information

We may process information that you provide to us to subscribe to email notifications and/or newsletters (“notification data”).

The notification data may be processed to send you the relevant notifications and/or newsletters. The legal basis for this processing is consent.

If you make an enquiry using a Live Chat system, a contact form or email we will also collect and store that information.

We may process information contained in or relating to any communication that you send to us (“correspondence data”).

The correspondence data may include the communication content and metadata associated with the communication.

The correspondence data may be processed to communicate with you and for record-keeping.

The legal basis for this processing is our legitimate interests, namely the proper administration of our website and business and communications with users.

HOW DO WE USE YOUR INFORMATION?

We use information that we collect generally to answer questions and perform services.

Additionally, we use this information to:

- Communicate with you.
- Provide you with information relating to our services.

We may use the specific Device Information that we collect – for example, your IP Address - to help us screen for potential risk and fraud and, more generally, to improve and optimise our website.

This might be by generating analytics about how our visitors browse and interact with the website, and by assessing the success of any marketing and advertising campaigns.

We may aggregate your visitor information with other visitor information to provide insights into our website visits using tools such as Google Analytics.

With your permission, we may send you emails about our services.

CONSENT

How do you get my consent?

We provide an option to opt in or out of cookies when you first load the website.

We do not require any personal or business information for you to browse our website.

If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your express consent or provide you with an opportunity to say no.

How do I withdraw my consent?

If, after you opt-in, you change your mind, you may withdraw your consent for us to contact you for the continued collection, use or disclosure of your information at any time by contacting us at or emailing us at info@spuk.org

THIRD-PARTY SERVICES

In general, the third-party providers used by us will only collect, use, and disclose your information to the extent necessary to allow them to perform the services they provide to us.

We may share your information to comply with applicable laws and regulations, to respond to a summons or writ from a governmental agency, to other lawful requests for information we receive, or to otherwise protect our rights.

Links

When you click on links on our website, they may direct you away from our site.

We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

SECURITY

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered, or destroyed.

COOKIES

Below is a table of the cookies that we currently use on our website.

Cookie	Description
_ga	This cookie is associated with Google Universal Analytics. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session, and campaign data for the site's analytics reports.
_gid	This cookie is associated with Google Universal Analytics. It is a new cookie which stores and updates a unique value for each page visited by the user.

GOOGLE ANALYTICS

We use Google Analytics to help us understand how our visitors use the website – you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>

You can also opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>

BEHAVIOURAL ADVERTISING

As described above, we MAY use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you.

You can opt out of targeted advertising by visiting:

Facebook

<https://www.facebook.com/settings/?tab=ads>

Google Ads

<https://www.google.com/settings/ads/anonymous>

Bing Ads

<https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at <http://optout.aboutads.info/>

YOUR RIGHTS

If you are a UK resident, you have the right to access the personal information we hold about you and to ask that your personal information be corrected, updated, or deleted.

This is known as a Subject Access Request. If you would like to exercise this right, please contact us through the information below.

If you are a UK resident, please note that we process your information to fulfil contracts we might have with you or otherwise to pursue our legitimate business interests.

You have the following rights concerning your personal data:

- You have the right to know why your personal data is needed, what will happen to it, and how long it will be retained. This is called the right to be informed.
- Right of access: You have the right to access your personal data that is known to us.
- Right to rectification: you have the right to supplement or correct your personal data whenever you wish.
- If you give us your consent to process your data, you have the right to revoke that consent and to have your personal data deleted. This is called the right to erasure.
- Right to transfer your data: you have the right to request all your personal data from the controller and transfer it in its entirety to another controller. This is called the right to portability.
- Right to object: you may object to the processing of your data. We comply with this unless there are justified grounds for processing.

You can also reload the website after clearing cookies and Reject All cookies.

Additionally, please note that your information will be NOT transferred outside of the UK and Europe, including to Canada and the United States, unless otherwise communicated and agreed to by you.

DATA RETENTION

When you contact us through our website, we will maintain your information for our records unless and until you ask us to delete this information.

CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website.

If we make material changes to this policy, we will notify you here that it has been updated so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

QUESTIONS AND CONTACT INFORMATION

If you would like to access, correct, amend, or delete any information we have about you, register a complaint, or simply want more information, please contact our Data Protection Officer by mail at info@spuk.org