

## Privacy Policy

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### Who are we?

Blue Smile is a charity registered in England with the number 1139279. We are also a company incorporated in the United Kingdom with company number 7411348. Blue Smile's registered office is at 47-51 Norfolk Street, Cambridge, CB1 2LD.

Blue Smile is committed to protecting your privacy and security. This policy explains how and why we use your personal data, to ensure you remain informed and in control of your information.

### Questions?

Any questions you have in relation to this policy or how we use your personal data should be sent to [info@bluesmile.org.uk](mailto:info@bluesmile.org.uk) with the subject line "Privacy" or addressed to the Privacy Lead, Blue Smile, 47-51 Norfolk Street, Cambridge, CB1 2LD.

### What type of personal information do we collect?

We collect, process and store two main types of personal information: our clinical data relating to the service we provide in schools, and data relating to our fundraising and administrative activities. This Privacy Policy concerns our fundraising and administrative data. To find out about how we use clinical data, please refer to our Clinical Practice Standards. You can contact us on [info@bluesmile.org.uk](mailto:info@bluesmile.org.uk) if you would like to receive a digital copy of these Standards.

We only obtain personal information with your consent and will only use this data in a fair and lawful way to deliver the mission of the charity. The type of information we collect will vary according to how you are engaging with us - for example, if you are making a donation we may collect bank information and necessary contact details, such as your postal address, to enable us to process the payment and claim Gift Aid on your donation. Or, if you are simply signing up to receive a Blue Smile newsletter, we may just collect your name and email address.

We don't collect, process or store any information about you which we don't need. We do not normally collect information about you which is considered "sensitive personal information" under data protection law - this includes, for example, health information. We would only collect such information if there was a clear reason for doing so, which we informed you about - for example, if you were participating in a marathon or other physical challenge in support of Blue Smile, and only with your explicit consent.

### How do we collect personal information?

Blue Smile collects personal information both directly and indirectly. For example, if you were to contact us by email, talk to us on the phone, or sign-up for more information at a Blue Smile Event you will be providing us with information directly.

Personal information is also collected indirectly from third-party providers such as Charities Aid Foundation (CAF), Localgiving, BTMyDonate and Eventbrite when you make a donation to us, or sign up for a training event. These third parties will only make this information available to us when you have indicated that you wish to support Blue Smile and with your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

You may also provide personal information to us indirectly by engaging with Blue Smile via social media, or by browsing our website. Our website uses cookies, as almost all websites do, to help

provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites and, depending on your browser settings, can provide the website with personal information such as your IP address.

Our cookies help us:

- Make our website work as you'd expect
- Improve the speed/security of the site
- Allow you to share pages with social networks like Facebook

We do not use cookies to:

- Collect any personally identifiable information (without your express permission)
- Collect any sensitive information (without your express permission)
- Pass data to advertising networks
- Pass personally identifiable data to third parties
- Pay sales commissions

If the settings on your software that you are using to view this website (your browser) are adjusted to accept cookies we take this, and your continued use of our website, to mean that you are fine with this. You can usually switch cookies off by adjusting your browser settings to stop it from accepting cookies.

### **What do we do with personal information?**

We use personal information to stay in touch with our supporters; to thank them for their support, to let them know how we have spent their money, and to let them know about any events or opportunities that may be of interest to them.

In order to do this effectively, we use third parties to store and process personal information linked to our fundraising activities.

For example, we use a leading fundraising and donor management database, designed especially for small non-profits and charities, which is owned by a Parent Company in the USA and therefore could result in personal data being transferred from the European Economic Area (EEA) to the USA. We ensure personal data is adequately protected during this transfer (the software owner is certified under the USA's Privacy Shield scheme).

When we share our data with these third-party providers, these "data processors" act only under our instructions, and are not permitted to use your information for their own purposes. We also check carefully that they are as compliant with data protection law and regulations as we are.

We have policies and processes around the secure physical and electronic storage of information, which we will review regularly and update when necessary. We only retain your information for as long as is necessary, and will dispose of it securely when it is no longer needed.

We will never sell your data to any third parties, and you will not receive offers or communications from other companies or organisations as a result of giving your details to us.

### **Accessing and updating your personal information**

It is important that the information we retain is accurate - if you would like to update or correct any of the information we hold about you, please contact us.

You can also contact us to change your preferences - for example, if you've previously told us that you are happy to receive email updates about our events, but then change your mind, please let us know.

You have a right to know whether or not we have your personal data and, if we do, to obtain a copy of the personal information we hold (this is known as subject access request).

If you want to access your information, send a description of the information you want to see and proof of your identity addressed to the Privacy Lead, Blue Smile, 47-51 Norfolk Street, Cambridge, CB1 2LD.

You can email us at [info@bluesmile.org.uk](mailto:info@bluesmile.org.uk) or call us on 01223 314725.

### **Updates to this Policy**

We will update this Privacy Policy from time to time so you may wish to check it each time you submit personal information to Blue Smile. The date of the most recent revisions will appear on this page. If substantial changes are made to the Privacy Policy we will notify you by placing a prominent notice on our website.

Last updated 16 November 2017