



Purple Elephant Privacy Policy

The purpose of this notice is to explain how Purple Elephant will collect and use your personal data. "Personal data" means any information which can be used to identify you as an individual.

Data is processed in line with The General Data Protection Regulation 2018. If you're unsure about what will happen to your personal information, please ask us.

The reason you have received this notice is:

You may be receiving or have received services from Purple Elephant - If you or a member of your family are accessing a service from us and wish to continue to access services, we need to collect personal data so that we can continue to support you and your family.

Or you may have expressed an interest in Purple Elephant for yourself or on behalf of someone else. You are under no obligation to provide us with personal data. However, should you decide not to, we may not be able to inform you of our activities and services, campaigns, news and opportunities.

Where we collect personal information from

Examples of personal data we may obtain and use will be directly provided by you, you will therefore be aware of what they are, examples may include; title, name, address, telephone number and email address. You may also be responsible for providing us with participant or prospective participant details; their name, date of birth, medical and support needs.

We may collect personal information from the following sources:

- Personal information that you provide when you contact Purple Elephant for information.
- Attendance register when attending a Purple Elephant event or activity including the Toy Library.
- Photos and Video taken within Purple Elephant services, events and activities.
- Personal information that you provide when you join the Toy Library, access our services or join our mailing list.
- From an external organisation referring you to our services.

Your rights regarding your personal data

The GDPR provides the following rights for individuals:

The right to be informed

Individuals have the right to be informed about the collection and use of their personal data. The information we provide to people must be concise, transparent, intelligible, easily accessible, using clear and plain language.

The right of access

Individuals have the right to access their personal data.

The right to rectification

The GDPR includes a right for individuals to have inaccurate personal data rectified or completed if it is incomplete.

The right to erasure

The GDPR introduces a right for individuals to have personal data erased. The right to erasure is also known as 'the right to be forgotten'.

The right to restrict processing

Individuals have the right to request the restriction or suppression of their personal data. When processing is restricted, the charity is permitted to store the personal data, but not use it.

The right to data portability

Allows individuals to obtain and reuse their personal data for their own purposes. It allows them to move, copy or transfer personal data from one IT environment to another in a safe and secure way, without affecting its usability.

The right to object

The GDPR gives individuals the right to object to the processing of their personal data in certain circumstances. Individuals have an absolute right to stop their data being used for direct marketing.

Rights related to automated decision making or profiling

The GDPR has provisions on:

- Automated individual decision-making (making a decision solely by automated means without any human involvement); and

- Profiling (automated processing of personal data to evaluate certain things about an individual). Profiling can be part of an automated decision-making process.

In almost all circumstances, individuals can make a request verbally or in writing and the charity has one calendar month to respond to a request. Please contact the Data Protection Officer if you would like to action any of these rights.

How we hold and store personal data

We are committed to doing all that we can to keep your data secure. We have set up systems and processes to prevent unauthorised access or disclosure of your data, for example; we protect your data by password protecting data storage and all data is stored on secure devices.

What we do with your data

As a charity that is set up to support families, children and young people, we help to overcome challenges, and enrich and improve the lives of families. We need to keep and process information about you and/or a family member or person you are supporting to pursue the legitimate interests of the organisation and for the proper provision of services.

Purple Elephant will use personal data for the purpose for which it was supplied, we will not use your data in a way which adversely affects your interests. The data we collect will be respected and protected from unauthorised disclosure wherever possible;

- We do not process externally or share with others (except in a medical or other such emergency) or if we are legally obliged to do so,
- We may share your personal information with external organisations where there is consent from you to do so or if we believe you or someone else may not be safe.

Where your consent to processing data is relied upon, you can withdraw consent whenever you wish.

Our use of cookies (website users)

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added. These pieces of information are then used to improve the user experience of the website.

We use cookies to:

- remember certain information so users don't have to repeatedly give the same information
- recognise if users are already logged in to certain areas of the website
- measure how people use our website so we can improve how information is provided

Cookies cannot be used to identify you personally, a cookie does not give us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies, however please note; deleting or disabling future cookies may limit access to certain parts of our website.

You can find out more about cookies on the following websites:

<https://www.gov.uk/help/cookies> Internet browser cookies; what they are & how to manage them

<https://www.aboutcookies.org/> A guide to deleting and controlling cookies

Navigating to another site (website users)

The Purple Elephant website may link you to another website owned by other people. If you use a link from our website to another website we would advise you to read their privacy statement to find out how they may use any personal information that you may give to them.

Contact Information

Purple Elephant has appointed a Data Protection Officer as follows;

Sue Willis, suewillis@purpleelephant.org.uk or you can write to the following address;
Purple Elephant Family Support, Cheese and Grain, Market Yard, Justice Lane, Frome BA11 1BE.

If you have any questions concerning our collection or use of your personal data, please contact our Data Protection Officer in the first instance, however, you may lodge a complaint with the Information Commissioner's Office if you consider that we have not adequately dealt with a request or complaint at <https://ico.org.uk> or telephone 0303 123 1113, call charges may apply.

You can learn more about your rights at: ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights

Signed Date

Sue Willis
Service Manager

Signed Date

Rachel Griffin
Chair of Trustees

Responsibility /Author	Service Manager
People intended for	Service users and the general public
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