



# Privacy Policy

Pearl of Africa Child Care Ltd (POACC) are committed to respecting and protecting your privacy.

This Privacy Policy applies to information we, POACC collect about individuals who interact with our organisation. It explains what personal information we collect and how we use it.

## 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.

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 fulfill your intention of donating money and your expectation of receiving a confirmation message.
Signing up as a member	Name, email	Contract - by paying your membership fees you have entered into a contractual relationship with us as set out in our membership terms and conditions.
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, such as remembering the contents of your order before you have fully completed the process.

## 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.

## 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 will hold your personal information on our systems for as long as is necessary and in accordance with applicable legal requirements and tax and accounting rules. Where your information is no longer required we will ensure it is disposed of securely.

Where data is collected on the basis of consent, we hold it based on the following;

Length of time we hold your data	Category of personal data we hold
7 years	Supporter records with financial information attached i.e. donations, gift aid, event participants, sponsorship, purchases etc. We will keep your record for up to 7 years after your last donation or financial transaction with us.
3 years	Supporter records with no financial information attached i.e. volunteers. We will keep your record for up to 3 years since your last contact/interaction with us.
3 months	Sensitive information captured for event participants i.e. medical conditions, emergency contact and next of kin details. We will keep sensitive information for up to 3 months after it is used for the purpose for which it was collected.
1 year after death	Records for supporters who have notified us of their intention to leave us a legacy. If we are notified that the supporter has died and we have not received notification of a legacy one year after this date we will delete the supporter's record. If a

	supporter contacts us during their lifetime to revoke their intention to leave a legacy we will delete the supporter's record at this point.
Until we are informed of a change	Organisations including community groups, businesses, trusts etc where we have a named contact who uses their personal contact details as a c/o for the organisation. We will keep the data until we are notified the individual is no longer the point of contact for the organisation. Once we are notified we will delete the person's data.

## 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.

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, eg remembering your preferences, recording what you have put in your shopping basket, 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. We use Google Analytics for this purpose. Google Analytics generates statistical and other information about website usage by means of cookies, which are stored on users' computers. The information collected by Google Analytics about usage of our website is not personally identifiable. The data is collected anonymously, stored by Google and used by us to create reports about website usage. Google's privacy policy is available at <http://www.google.com/privacypolicy.html>.

## 7. Modifications

We may modify this Privacy Policy from time to time and will publish the most current version on our website. If a modification meaningfully reduces your rights, we'll notify people whose personal data we hold and is affected.

If you have any comments or questions about this policy, feel free to contact us at [hello@pearlof africa.org.uk](mailto:hello@pearlof africa.org.uk)