



Privacy & Cookie Policy

Owner	Sam Best – Chief Operating Officer				
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Introduction

SWEDA ("We", "Our", "Us") is committed to protecting and respecting your privacy. This policy explains how We collect, use, and protect the personal information you provide to Us, in compliance with the General Data Protection Regulation (EU) 2016/679 ("GDPR") and the Data Protection Act 2018.

Information we collect

We may collect and process the following data about you:

- **Personal Information:** Name, address, email address, phone number, and other contact details and records of contact and correspondence.
- **Donation Information:** Details of any donations you make, including payment information.
- **Event Participation:** Information related to your participation at Our events.
- **Volunteering and Employment Information:** Information about you during the recruitment process, whether as a volunteer, freelancer or staff member.
- **Website Usage & Social Media engagement Information:** Information about your visits to Our website or social media platforms, including your engagement and your browsing patterns.

Who we collect information from

- Clients: People we support and have previously supported.
- Visitors to Our website.
- Professionals who refer Clients to Our services.
- Individuals and Professionals who enroll onto Our courses and/or attend Our events.
- Individuals and Professionals who support Our services by; volunteering with Us, donating monies, engage with Our social media campaigns and events.
- People who work for, or have worked for SWEDA, whether on a volunteer basis, freelance or employed.

How we collect Information about you

We collect information in the following ways:

- Visiting Our website.
- Signing up to receive information about Our services.
- An application form to volunteer or work for SWEDA.
- References for volunteers, SWEDA employees and Freelance workers.
- Completing a website referral form (self-referral or third-party referral)
- Registering for Our services.
- When a donation is made through physical methods, cheque, cash or sponsorship forms ,as well as payments through Our website (including our trusted partners' platforms; Enthuse & Beacon).
- GP referral.
- Educational referral.
- Registering for/attending a SWEDA event.
- Registering for/attending SWEDA training.
- Registering for/attending a support group.
- Completing SWEDA surveys whilst accessing services or following completion of service support/events/training etc.
- Engaging with, and sharing your story, via campaigns or providing testimonials for the wider SWEDA community
- Multi-disciplinary clinical meetings with trusted partner organisations where a third party may pass on your details to Us.

How we use your information

We use your personal data for the following purposes:

- To provide Our clients with safe, effective and appropriate services.
- To process donations and manage Our fundraising activities.
- To communicate with clients, professionals and interested parties about Our activities, events, and fundraising campaigns.
- To manage volunteer participation and coordinate volunteer activities.
- To provide you with information and services you request from Us.
- To improve Our website and ensure its content is presented in the most effective manner and aligns with the browsing patterns of Our visitors.
- To support Our application process for SWEDA workers (volunteers, freelance and employees).
- To comply with legal obligations and protect Our legal rights.

Legal basis for processing your information

We process your personal data based on the following legal grounds:

- **Consent:** When you have given Us explicit consent to process your data for specific purposes.
- **Contract:** When processing is necessary for the performance of a contract with you or to take steps at your request before providing services.
- **Legal Obligation:** When processing is necessary for compliance with a legal obligation.

- **Legitimate Interests:** When processing is necessary for Our legitimate interests, provided your rights and interests do not override these interests.

Sharing your information

We do not sell, trade, or rent your personal data to others. We may share your data with third parties for the following purposes:

- **Service Providers:** To perform functions on Our behalf, such as processing donations and communications.
- **Legal Compliance:** To comply with legal obligations, requests from law enforcement or other governmental authorities, or to protect Our rights.
- **Trusted Partner Organisations (VCSE groups, Schools, Colleges, Healthcare Providers and NHS Trusts):** If deemed necessary, and in your best interest, We'll share your personal information. Your consent will be obtained prior to Us sharing information, unless for safeguarding or legal reasons. As some SWEDA services are funded by the NHS, We provide statistical data on Our clients. However, statistical data is anonymised.

Data security

We take appropriate measures to ensure that your personal data is kept secure and protected against unauthorised access, loss, or destruction. These measures include:

- Using secure cloud-based servers to host Our CRMs and accounts system for managing Our stakeholder details, service records and training and event details etc.
- Limiting access to your personal data to authorised personnel.
- All SWEDA workers who have access to data complete annual data protection and data security training.
- We conduct an annual audit and regularly review Our data protection practices.

Your rights

You have the following rights regarding Your personal data:

1. **Right to be informed:** You have the right to be informed about the collection and use of Your personal data.
2. **Right of access:** You have the right to access and receive a copy of your personal data, and other supplementary information.
3. **Right to rectification:** You have the right to have inaccurate personal data rectified, or completed if it is incomplete.
4. **Right to erasure:** You have the right to have personal data erased.
5. **Right to restrict processing:** You have the right to request the restriction or suppression of Your personal data.
6. **Right to data portability:** You have the right to data portability, allowing you to obtain and reuse your personal data for your own purposes across different services.
7. **Right to object:** You have the right to object to the processing of your personal data in certain circumstances.
8. **Rights related to automated decision making including profiling:** You have the right to not be the subject of automated decision making.

However, under certain circumstances these rights may be restricted, including:

- Some restriction of the right to erasure if We are holding your data for legal reasons or to provide a support service
- Giving you your health and support information which would be likely to cause serious harm to you, or any other person's physical or mental health or condition
- Giving you information which is likely to affect the way a crime is detected or prevented or catching or prosecuting offenders.

Depending on the restriction, we may not be able to give you details about why the rights are restricted. However, you always have the right to appeal to the Information Commissioner's Office.

Third party websites

The SWEDA website may provide links to other third party websites. You need to be aware that SWEDA has no control over such third party websites and by visiting them your data will be subject to the privacy policies of those websites.

Changes to this policy

We may update this Privacy Policy from time to time to reflect changes in Our practices or for other operational, legal, or regulatory reasons. The updated policy will be posted on this page with a revised effective date. We ask you to revisit this page to see Our most recent policy.

Contact us

SWEDA can be contacted in writing to SWEDA, Coach House, Harvest Court, Park Road, Shepton Mallet, BA4 5BS. Our telephone number is 01749 34 33 44

If you have any questions about this Privacy Policy or would like to exercise your rights as listed above, please contact SWEDA's Chief Operating Officer, Sam Best by email sambest@swedauk.org

If you believe that SWEDA has not complied with your data protection rights, in the first instance you can complain to the Chief Executive Officer, Paula Blight paula@swedauk.org

If you feel that your complaint has not be dealt with satisfactorily, you are invited to raise a complaint with the Information Commissioner Office (ICO) <https://ico.org.uk/>