

Marketing Privacy Policy

Who are Autism West Midlands?

We are the leading charity in the West Midlands for people with autism. We use our expertise to enrich the lives of people with autism and those who love and care for them. Our registered charity number is 517077 and registered company number is 1953344.

Autism West Midlands are committed to maintaining high standards of security and confidentiality in relation to all personal information. Information will only be collected, collated and kept that is required for a specific purpose and which is not irrelevant and excessive for that purpose.

What Information is collected by us?

Information you give us

In order to provide our services we need to collect and use personal information regarding the following:

- Opt in marketing communications (electronic newsletters, campaign sign ups)
- Supporters including (donors, fundraisers, digital supporters, shop customers)

We will obtain personal information from you when you enquire about our activities and services, register for an event, send or receive emails, register for our news and updates, purchase from our online shop, make a donation, apply for one of our current vacancies, ask a question regarding our organisation or otherwise provide us with your personal information.

Below are examples of personal data held by us:

- Newsletter mailing lists and marketing updates
- Fundraising or supporter data
- Event administration or shop purchases

Information we may gather from our website

We will gather general information on how users interact with our website such as the number of pages visited, this information is collected to help measure how users interact with our website and content. This is done by using tracking software from our third party supplier Google Analytics for further information on Google Analytics visit [Google's information page](#) to opt out of google analytics visit <https://tools.google.com/dlpage/gaoptout> for further information please read

How do we use your information?

Supporter Information

We will collect information if you decide to donate to us, purchase from our shop, join as a digital supporter or set up a fundraising page.

The information collected will usually be more than one of the following:

- Name
- Contact details
- Bank or Credit Card details
- email address

We require this information for the following reasons:

- Provide you with the relevant information or service that has been requested.
- Administer your donation or sale, including processing gift aid.
- To thank you for your donation or support

Electronic communications

We will collect information from you should you decide to sign up to receive further communication from us electronically including general updates, service updates including family events, careers or fundraising.

The legal basis for us to process your information is that you have provided consent. We use a third party provider Mailchimp to deliver our e-newsletter, we store your contact information in our MailChimp account, we will use our MailChimp account to send you marketing updates and gather statistics around email opening and clicks to help us monitor and improve our e-newsletter. For further information please see [Mail Chimp's privacy policy](#).

The information collected will be the following:

- Name
- Area
- Interest
- Email address

Please be assured that we will only use your information for the purposes you have selected when opting in to receive electronic communication, you can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us, or by contacting us at marketing@autismwestmidlands.org.uk

Social media

If you send us a private or direct message via social media the message will be stored on our social media account for three months. It will not be shared with any other organisations.

Who do we share your information with?

We will never sell or rent your information to another party or organisation.

If you have made a gift aid declaration we may be asked by HMRC disclose the information you have provided as part of the declaration to reclaim gift aid. We may share or disclose your personal information if we are required to do so by any law or court order.

How do we use cookies on this website?

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to improve the performance of a website, for saving different options and to provide website owners with information on how the site is being used.

We **do not** use our own cookies there will be a number of third party cookies from our trusted suppliers used on our websites. Each company is responsible for the cookies that they place onto your device and have separate policy documents to highlight their use.

Our list of trusted third parties who may deploy a cookie to your device, with a link to their cookie details is below:

Third Party	Policy Location
YouTube	https://www.google.com/policies/technologies/types/
MailChimp	https://mailchimp.com/legal/privacy/
Google	https://www.google.com/policies/technologies/types/
Google Analytics	https://www.google.com/policies/technologies/types/
Facebook	https://www.facebook.com/policies/cookies/
Twitter	https://support.twitter.com/articles/20170514
LinkedIn	https://www.linkedin.com/legal/cookie-policy
Shopify	https://www.paypal.com/uk/webapps/mpp/ua/cookie-full
Just Giving	https://www.justgiving.com/info/cookies
Paypal	https://www.paypal.com/uk/webapps/mpp/ua/cookie-full

For further information on how to manage or filter cookies can be found in your browser's help file or through such sites as: www.allaboutcookies.org.

Do I have the right to see my information?

Yes under the new EU General Data Protection Regulation (GDPR) that will be coming into effect across all member states from the 25th May 2018, you will have the right to confirmation that your data is being processed and the right access to your personal data. For further information visit: <https://ico.org.uk/for-the-public/>

If you would like to make a request to see your personal information held by us please write to:

Autism West Midlands
Regent Court
George Road
Birmingham
B15 1NU

How long will you keep my information?

We will only keep your personal information only for as long as required to operate our services in accordance with legal requirements and tax and accounting rules. Where your information is no longer required, we will ensure it is disposed of in a secure and timely manner.

Can I request that you delete my information?

Under the new EU General Data Protection Regulation (GDPR) that will be coming into effect across all member states from the 25th May 2018, you will have the right to request deletion of your personal information if the following applies:

- Where the personal data is no longer necessary in relation to the purpose for which it was originally collected/processed.
- If you withdraw consent.
- If you object to the processing and there is no overriding legitimate interest for continuing the processing.
- Your personal data was unlawfully processed (ie otherwise in breach of the GDPR).
- Your personal data has to be erased in order to comply with a legal obligation.
- Your personal data is processed in relation to the offer of information society services to a child.

Updates to this Privacy Policy

We may update the information held in our privacy policy at any time, so please check it from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address you have provided to us if you have opted in to be contact this way or by placing a prominent notice on our website.

If you have any questions or comments regarding this privacy statement please contact:

Autism West Midlands
Regent Court
George Road
Edgbaston
Birmingham
B15 1NU

Tel: 0121 450 7582

Email: info@autismwestmidlands.org.uk