



The Back Up Trust Website Privacy policy

We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.

(1) What information do we collect?

We may collect, store and use the following kinds of personal information:

- (a) information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters
- (b) any other information that you choose to send to us;

(2) Cookies

A cookie consists of information sent by a web server to a web browser, and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may use both “session” cookies and “persistent” cookies on the website. We will use the session cookies to: keep track of you whilst you navigate the website. We will use the persistent cookies to: enable our website to recognise you when you visit.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>.

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third party cookies. For example, in Internet Explorer you can refuse all cookies by clicking “Tools”, “Internet Options”, “Privacy”, and selecting “Block all cookies” using the sliding selector. Blocking all cookies will, however, have a negative impact upon the usability of many websites.

(3) Using your personal information

Personal information submitted to us via this website will be used for the purposes specified in this privacy policy or in relevant parts of the website.

We may use your personal information to:

- (a) send you general (non-marketing) communications;
- (b) send you email notifications which you have specifically requested;
- (c) send to you [our newsletter and other] marketing communications relating to our business



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which we think may be of interest to you by post or, where you have specifically agreed to this, by email or similar technology. You can inform us at any time if you no longer require our communications.

- (d) deal with enquiries and complaints made by or about you relating to the website;

We will not provide your personal information to any third parties for the purpose of direct marketing.

(5) Disclosures

We may disclose information about you to the extent that we are required to do so by law.

(6) Security of your personal information

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure servers.

Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

(7) Policy amendments

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

(8) Your rights

You may instruct us to provide you with any personal information we hold about you. Provision of such information will be subject to the supply of appropriate evidence of your identity.

We may withhold such personal information to the extent permitted by law.

You may instruct us not to process your personal information for marketing purposes by email at any time. In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal information for marketing purposes.

(9) Third party websites

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.



(10) Contact

If you have any questions about this privacy policy or our treatment of your personal information, please write to us by email to admin@backuptrust.org.uk

(11) Data controller

The data controller responsible in respect of the information collected on this website is Louise Wright at The Back-Up Trust

Our data protection registration number is Z6130006