Maternity Action Privacy Policy

This privacy policy provides information about the personal information that Maternity Action collects and the ways in which we use that personal information. If you contact Maternity Action by telephone, email or by completing an online form, the following privacy policy will apply to you.

What information do we collect?

Personal information is any information that can be used to identify you. If you donate money, use our website or become involved in one of our campaigns we may collect and process the personal information provided.

In addition, if you use our website, we will collect information, for example location data or pages you have visited. We do this to find out information, such as the number of visitors to the various parts of the site, to provide a better service for our users.

Specifically, Maternity Action may collect and use the following types of personal information:

- Your contact details, including your name, telephone number, email address;
- Personal information, including demographic information;
- Information about your pregnancy or employment;
- Information about your use of this website.

How we collect personal information

We collect information in the following ways:

When you give it to us directly:

- When you use our services
- When you subscribe to our mailing list
- When you sign up for an event
- When you make a donation
- When you complete a survey
- When you communicate with us
- When we use cookies (see our Cookies Policy below).

When you give it to us indirectly:

Your information may be shared with us by independent event organisers, for example, fundraising sites like Just Giving or Virgin Money Giving. These independent third parties will only do so when you have indicated that you wish to support Maternity Action and with your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.
Depending on your settings, or the privacy policies for social media and messaging services like Facebook, Google or Twitter, you might give us permission to access information from those accounts or services.

**How we use the personal information collected**

Maternity Action uses the personal information we collect for the following purposes:

- To contact you as part of our advice services.
- To evaluate our services.
- To report to our funders - no names will be used.
- For our campaigning work – no names will be used unless we seek your permission to publicise your case.
- For our research work – again, no names will be used unless we seek your permission to publicise your case.
- To improve your use of this website.

Your personal information will not be forwarded to other organisations without your consent. We will not rent or sell your personal information to other organisations for use by them in any way, including in their own direct marketing activities.

**How long will we keep your personal information?**

We are legally required to hold some personal information to fulfil statutory obligations, for example, the collection of Gift Aid or to support certain financial transactions. These records are kept for as long as legally required.

When you subscribe to receive information from us, for example, via a newsletter, we will keep these records until you unsubscribe.

We will also hold information about your details so that we can respect your preferences for being contacted by us. These records are kept indefinitely.

All other records are kept in accordance with Maternity Action’s record retention policy which is available on request.

**How do we store information?**

Information is stored by us on computers located in the UK. We may transfer the information to other third party organisations as outlined in our policy. We may also store information in paper files that are held in secured locations.

We place great importance on the security of all personally identifiable information associated with our supporters, partners and beneficiaries, which is only accessed by authorised personnel.

Sometimes we may need to use a service provider and transfer and store your information that is outside the European Economic Area (EEA) – which may include a country that does
not have the same level of data protection as the UK. In these circumstances, we take all reasonable steps to ensure the safety and security of your information as set out in this Privacy Policy.

Use of cookies

The Maternity Action website uses cookies to provide a better user experience. Cookies are small files saved to your computer’s hard drive that track, save and store information about your use of the website. If you wish to stop the use and saving of cookies from this website on your computer’s hard drive you can block cookies using your web browser’s security settings.

The Maternity Action website uses Google Analytics to monitor usage of our website for statistical analysis purposes. Google Analytics allows us to track and monitor your engagement and usage of the website but does not store, save or collect personal information.

Your rights

Unless subject to an exemption under legislation, you have the following rights with respect to your data:

- You have the right to ask us to stop processing your personal data, and if it’s not necessary for the purpose you provided it to us for (e.g. processing your donation or registering you for an event) we will do so.
- You have the right to ask us to correct or remove information you think is inaccurate or out of date.
- You have the right to request that your personal data is erased where no longer necessary for Maternity Action to retain the data.
- You have the right to withdraw your consent for Maternity Action’s processing of your data.
- You have the right to request that Maternity Action provide you with personal data and where possible transmit the data to another data controller.

Where you would like to exercise your rights, you can do this by:
Email to: info@maternityaction.org.uk

By letter to:
Ros Bragg, Director, Maternity Action,
52 – 54 Featherstone Street, London, EC1Y 8RT

We may ask for proof of your identity when you contact us to ensure that we can carry out your request.

Data Subject Access Requests

In addition to the above you have the right to ask for a copy of the information we hold about you, although we may charge £10 to cover the costs involved. If there are any discrepancies in the information we provide, please let us know and we will correct them.
If you want to access your information, you will need to send us a description of the information you want to see and proof of your identity. These can be sent to: Chair of the Board of Trustees, Maternity Action, 52 – 54 Featherstone Street, London, EC1Y 8RT. We do not accept these requests by email. This is to ensure that we only provide personal data to the right person.

**Complaints**

If you have any questions or complaints about Maternity Action’s use of your personal information, please write:

- By email to: info@maternityaction.org.uk
- By letter to the Director, Maternity Action, 52 – 54 Featherstone Street, London, EC1Y 8RT

If you are unhappy with the way in which we handle your complaint you can contact the Information Commissioners Office on 0303 123 1113. For more information, see [https://ico.org.uk/concerns/](https://ico.org.uk/concerns/)

**Updating this policy**

Maternity Action may update this policy from time to time and will publicise a revised policy by posting a new version on this website.

**Policy Created**

June 2016

**Responsible Person**

Senior Legal Officer

**Dates of updates**

| Oct 2017 | April 2018 |