



## ONLINE DATA PRIVACY POLICY

### TERMS

"Affiliates" - Street Child's affiliates includes the Sierra Leone Marathon and West Africa Cycle Challenge.

"Associated websites" Street Child's associated websites include 'sierraleonemarathon.com', 'westafricacyclechallenge.com' 'westafricacyclechallenge.org' and 'bo2mochallenge.com'

### CORE PRINCIPLES

- We don't sell your personal information to anyone
- We don't share your personal information unless you've specifically allowed it
- Our Privacy Policy holds us accountable for protecting your rights and your privacy

### How do we collect information?

We may collect information about you whenever you interact with us or our associated websites. For example, when you contact Street Child or its affiliates regarding our activities, register as a supporter, send or receive information or make a donation to Street Child directly or through a third party, you specifically and knowingly provide us with your personal information.

We use third party sites to process donations, including donations to fundraising pages, these have been carefully selected with your data privacy in mind. See more in the section "*How do we protect your personal information?*"

### What information do we collect?

When you interact with us, we may collect names, addresses, email addresses, telephone numbers, bank account details for setting up a regular direct debit and, where appropriate, dates of birth. We *do not* use cookies to collect this type of information.

We also monitor how people use our website so we can improve it. We collect this information anonymously. You can use our website anonymously without giving us any information by declining cookies when visiting our website.

We use the following cookies when you are visiting our website:

- *Performance cookies:* These cookies collect information about how the user makes use of the site, e.g. which pages the user visits most. These cookies do not collect information that identifies the user.
- *Targeting or advertising cookies:* These cookies collect information about the users' browsing habits. This may also include your use of social media sites, e.g. Facebook, etc. or how you interact with our website which then shows you relevant content elsewhere on the internet. These may also be used to offer you other ways to support us or get involved.

If you accept cookies when visiting our website, we may record information including (but not limited to):

- the areas of the website you visit
- the amount of time you spend on the site
- whether you are new to the site, or have visited it before
- how you came to our website – for example, through an email link or a search engine
- the type of device and browser you use.
- how you use the website and the quality of your experience – for example we may track your bandwidth when viewing videos.

We use cookies to track how donors and web users come to our site, for example we use this information to understand how users access our website so we can gain insight into the effectiveness of our marketing material. Some of this may be used by third party cookies to target you with relevant information on other activities.

Although not through cookies, we do track the success of the emails we send – so we know what subject lines and stories people liked the most. We receive this information anonymously, we don't share this information.

**Will we disclose the information we have collected to outside parties?**

We do not pass your information to any third party. We may disclose your information if required to do so by law.

**How will we use your information?**

Your personal information will only be used to process your requests, to provide you with our services, and to provide you with information relating to our services and other services which we think you may be interested in, including information about our affiliates.

By using our website, our social media pages (such as Facebook), subscribing to our services, and/or donating to us you agree that we can place the types of cookies set out below on your device and use your data in accordance with this policy.

**How do we protect your personal information?**

We have physical, electronic and managerial systems in place to ensure that we keep your information secure, accurate and up to date, and that we only keep it as long as is reasonable and necessary.

The transmission of information over the internet is never completely secure, and although we do our best to protect personal information, we cannot guarantee the security of information transmitted to our website, so any transmission is at the user's own risk.

**How can you gain access to your personal information?**

You may request a copy of the personal information relating to you which is kept on file by Street Child. If you would like to request a copy of your personal information, please get in touch with our Data Officer on 0207 614 76 96 or email [info@street-child.co.uk](mailto:info@street-child.co.uk) to discuss costs and timeframes.

**How can you update your information or change your marketing preferences?**

If you want to update the information we hold for you, or you think any information we have about you is incorrect or incomplete, please get in touch as soon as possible by contacting our Data Officer on 0207 614 76 96 or email [info@street-child.co.uk](mailto:info@street-child.co.uk)

**Website statistics analytics**

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. For more details please read Google's Analytics overview.

You can opt-out of Google Analytics cookies at any time through Google's opt-out tool. <https://support.google.com/analytics/answer/181881?hl=en>

We do all of the above to provide the best supporter experience and ultimately make a difference to as many of the world's most vulnerable children. Thank you for your support.