

This Privacy Policy governs the manner in which The Fundraising Agency Limited collects, uses, maintains and discloses information collected from users and visitors ("Users") of the www.tfaltd.co.uk website ("TFA Ltd website"), www.santainthecity.co.uk website ("SITC website"), www.superherointhecity.co.uk website ('SITC2 website) and MUFG Johannesburg to London employee fundraising Challenge website (www.fitprintsforgood-mufgemea.com).

For the purpose of this policy 'TFA websites' refers to the websites listed in the paragraph above.

For the purpose of this policy, 'Users' refers to those individuals/companies who are using the TFA Websites to make purchases, complete forms or view any information on the TFA Websites.

TFA Limited is the trading name of The Fundraising Agency Limited (Registered company no. 9594972). This privacy policy applies to Users of all websites detailed above and all products and services offered by The Fundraising Agency Limited through TFA websites.

Personal identification information

We may collect personal identification information from users in a variety of ways, including, but not limited to, when users visit TFA websites, register on the site (including newsletters and blogs or other communication products), place an order, fill out a form, respond to a survey, and in connection with other activities, services, features or resources we make available on TFA websites. Users may be asked for, as appropriate, name, email address, mailing address, phone number. Users may, however, visit the TFA websites anonymously.

We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain TFA websites.

Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with the TFA websites. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to the TFA websites, such as the operating system and the Internet service providers utilised and other similar information.

Web browser cookies

The TFA websites may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. Users may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the TFA websites may not function properly.

What personal data we collect and how we use it

The type and quantity of information we collect and how we use it depends on why you are providing it.

If you sign up for an event, we will usually collect:

- Your name
- Your contact details

- Your telephone number (mobile & landline)
- Email address
- Gender
- How you heard

Where it is appropriate we may ask for:

- Postal Address
- Social media information

How we use collected information/For What purpose are we collecting this data?

TFA may collect and use Users personal information for the following purposes:

- To run and operate the TFA websites in agreement with all Users.
We may need your information to display content on the TFA websites correctly.
- To improve our service
Information you provide helps us respond to your requests and support more efficiently.
- To personalise Users experience
We may use information in the aggregate to understand how our Users as a group use the services and resources provided on the TFA websites
- To improve our Site
We may use feedback you provide to improve our products and services.
- To process payments
We may use the information Users provide about themselves when placing an order only to provide service to that order. We do not

share this information with outside parties except to the extent necessary to provide the service.

- To run a promotion, contest, survey or the TFA websites
To send Users information they agreed to receive about topics we think will be of interest to them.
- To send periodic emails
We may use the email address to send Users information and updates pertaining to their order. It may also be used to respond to their inquiries, questions, and/or other requests.
- Provide you with information about the events you have signed up for or you have asked for
 - Administer any requests for further information, donations or support your fundraising or registration, including processing gift aid
 - Keep a record of your relationship with us
 - Manage your marketing preferences
 - Understand how we can improve our services, products or information.

We may analyse your personal information to create a profile of your interests and preferences so that, where we have your consent to do so, we can contact you in the most appropriate ways and with the most relevant information. In carrying this out, we may make use of data about you available through external sources. We may also use your personal information to detect and reduce fraud and credit risk. If you enter your details onto one of our online forms, and you don't 'send' or 'submit' the form, we may contact you to see if we can help with any problems you may be experiencing with the form or our websites

How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data collected from the TFA websites.

All your information will be only kept for the purpose of the event and only kept longer if agreed with you.

For the purpose of the MUFG Fitprints for Good event, all data collected will be stored under a protected document and will be purged on 1st December 2019, unless advised otherwise.

Sharing your personal information

We do not sell, trade, or rent Users personal identification information to others. We may share generic aggregated demographic information, images and video submitted by you not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates, agree partners and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the TFA websites or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

Electronic newsletters

If User decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc. If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email or User may contact us via the TFA websites. We may use third party service providers to help us operate our business and the TFA website or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

Third party websites

Users may find advertising or other content on the TFA websites that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from the TFA websites. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to the TFA website, is subject to that website's own terms and policies.

Advertising

Ads appearing on the TFA Ltd websites may be delivered to Users by advertising partners, who may set cookies. These cookies allow the ad server to recognise your computer each time they send you an online advertisement to compile non-personal identification information

about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This privacy policy does not cover the use of cookies by any advertisers. You may learn more about opting out of major ad networks at <https://websitebuilders.com/tools/advertiser-opt-out/>.

Google AdSense

Some of the ads may be served by Google. Google's use of the DART cookie enables it to serve ads to Users based on their visit to the TFA websites and other sites on the Internet. DART uses "non-personally identifiable information" and does NOT track personal information about you, such as your name, email address, physical address, etc.

You may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy at http://www.google.com/privacy_ads.html

Changes to this privacy policy

The Fundraising Agency Limited has the discretion to update this privacy policy at any time. When we do, we will post a notification on the bottom main page of the TFA websites, revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

Your acceptance of these terms

By using the TFA websites, you signify your acceptance of this policy. If you do not agree to this policy, please do not use the TFA websites. Your continued use of the TFA websites following the posting of changes to this policy will be deemed your acceptance of those changes.

Contacting us

If you have any questions about this Privacy Policy, the practices of the TFA websites, or your dealings with the TFA websites, please contact us on 0333 4441189 | enquiries@tfaltd.co.uk

This document was last updated on October 12th 2019