



Registered charity: 1062559

## PRIVACY POLICY

### Publicity Consent and Consent Data Protection Rights

Royston in Blue may wish to tell your story and/or use your photograph or video in our published materials such as in our leaflets, Facebook, Twitter, Instagram or on our website. The charity may also wish to pass on your story, video and/or photograph on to the media such as your local newspaper, TV or radio station.

Royston in Blue makes every effort to ensure that all media coverage portrays interviewees in a positive way, the organisers do not have final control over how a journalist may portray you.

### Privacy Policy

Royston in Blue ("We") are committed to protecting and respecting your privacy.

This policy (together with our terms and conditions for entry and payment and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting [www.roystoninblue.co.uk](http://www.roystoninblue.co.uk) you are accepting and consenting to the practices described in this policy.

### Information We Collect from You

We will collect and process the following data about you:

- Information you give us. This is information about you that you give us by filling in forms on our site [www.roystoninblue.co.uk](http://www.roystoninblue.co.uk) ("our site") or by corresponding with us by phone, email or otherwise. It includes information that you provide when you register to use our site, complete an entry form for the fun run and when you report a problem with our site. The information you give us may include your name, address, email address and phone number, financial and credit card information, health details, personal description and photograph.
- Information we collect about you. With regards to each of your visits to our site we will automatically collect the following information:
  - Technical information, including the Internet Protocol (IP) address used to connect your computer to the internet, your login information, browser type and version, time zone setting, browser plug-in types and versions and operating system and platform.
  - Information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our site (including date and time), page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling clicks and mouse-overs), methods used to browse away from the page and any phone number used to call us.

### Cookies

Our website uses cookies to distinguish you from other users of our website.

## **Uses made of the information**

We use information held about you in the following ways:

**Information you give to us.** We will use this information:

- To carry out our obligations arising from any contract entered into between you and us and to provide you with information on the Royston in Blue fun run.
- To provide you with information about other services or charitable fundraising activities we are undertaking;
- To notify you about changes to our services or fundraising activities;
- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- For promotional material for the fun run in this and future years.
- To fulfil gift aid requirements with the Charity and HM Revenue and Customs.

**Information we collect about you.** We will use this information:

- To administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- To improve our site to ensure that content is presented in the most effective manner for your computer;
- To allow you to participate in interactive features of our service when you choose to do so;
- As part of our efforts to keep our site safe and secure;
- To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- To make suggestions and recommendations to you and other users of our site about our services and/or fundraising activities that may interest you or them;
- To promote the fun run in various ways in future years.

## **Information we receive from other sources.**

We will combine this information with information you give to us and information we collect about you. We will use this information and the combined information for the purposes set out above (depending on the types of information we receive)

## **Disclosure of your information**

You agree that we have the right to share your personal information with:

- Charities, business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.
- Advertisers and advertising networks that require the data to select and serve relevant adverts to you and others;
- Analytics and search engine providers that assist us in the improvement and optimisation of our site;
- Credit reference agencies for the purpose of assessing your credit score where this is a condition of us entering into a contract with you

We will disclose your personal information to third parties:

- In the event we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets;
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms and conditions for entry and payment and other agreements. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

### **Where we store your personal data**

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### **Your rights**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by ticking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at [www.roystoninblue.co.uk](http://www.roystoninblue.co.uk)

Our site may, from time to time, contain links to and from the websites of our partner networks, other charities, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

### **Access to information**

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act.

### **Changes to our privacy policy**

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by email. Please check back frequently to see any updates or changes to our privacy policy.