

**PAB**

**Peterborough Association  
for the Blind**

## **PRIVACY POLICY – MAY 2018**

Peterborough Association for the Blind is a registered Charity No.201532 registered address Centre 68, 68b Westgate, Peterborough, PE1 1RG. This privacy policy explains what personal information we collect about you and how we use it.

### **1. What personal information do we collect about you?**

We collect information from you at the point at which you contact us. Informed consent is the term used for the legal basis upon which we hold your information. You consent to giving us information usually to provide you with a service. We also collect information when you visit our website which is not specific to you in order to better understand visitor behaviour. Details of this are in the header below titled 'Website'. We may have received your information from a referrer such as another service provider. They will confirm to us that you have consented to us receiving your information. We may contact you directly for further information that will help us to provide a service to you or to enable us to carry out your request.

We collect details such as Name, Telephone number, Email address, Postal address, Hobbies and interests, Details of Disabilities and Severity of Disabilities, Occupation, Date of Birth, Ethnic Origin and Previous Employment Details

We collect hobbies and interests in order to help us understand which services and activities may be of interest to you. We may ask you to voluntarily tell us about your visual impairment and any other disability, and the severity of your disability, so that we can understand your needs if you apply for our befriending service or attend our activities and events. We may require you to give us an emergency contact if you apply for our befriending

services or if you come to an activity unaccompanied in case of an emergency. We keep details such as Age and Ethnic Origin as occasionally we may be required to report this information as part of a contract in order to receive funding or a grant. When we report this information it is done so without reference to any personal details and cannot be linked back to you. We may also use your date of birth to send you a birthday card.

## **2. How will we use this information.**

We collect this information so that we can:

- Provide services to you such as activities and events
- Provide a befriending service to you
- Provide a ring around service to you
- To follow up on your volunteer enquiry and keep in contact with you
- To process a donation you have made
- To process your entry into the 200+ Club
- To process your Job Application
- To process your enquiry
- To send you a Newsletter
- To send you emails on our mailing list
- As reporting requirements for funding. (When we report this information to our funding providers you cannot be linked to the information as we do not send personal information . We only report on category specific information for example no of users by age band, postal area or ethnic origin)
- To send you a birthday card

## **3. Who has access to your information.**

PAB will not share any of your information with external agencies without your prior consent. PAB may share your information with volunteers but will share only information that would be relevant to the activity in which you have enrolled. For example, if you require a befriending service a volunteer will need to know your name, telephone number, address and information in relation to your disability and current

circumstances in order to carry out that service safely. Or for example if you have booked to attend an activity a volunteer may know your name and contact number in order to contact you if you did not turn up. All PAB Volunteers and Staff are required to adhere to PAB's Data Protection Policy.

We review our retention periods for personal information on a regular basis and on occasion may be legally required to hold some types of information to fulfil our statutory obligations (eg collection of gift aid). We only hold your information for as long as is necessary to carry out the relevant service or activity.

#### **4. Marketing**

To join our mailing or newsletter list we may collect your name, address, contact number, email address, occupation and contact preferences such as method of communication. We will ask for your informed consent to join our mailing list and/or newsletter list and give you the option to opt out at every opportunity. By joining our mailing list you agree to receive emails from PAB about our services and news. We also email you carefully selected news from other organisations you may find of interest.

You have a right to stop us contacting you for marketing purposes at any time. If you have consented to receive marketing from us you may opt out at a later date by contacting us either by email [info@mypab.org.uk](mailto:info@mypab.org.uk) or by calling the office on 01733 344844.

#### **5. Referrals**

You may ask us to forward your information on to another service provider which we do only with your permission and we will send only the information that is relevant to that service and under the understanding that they too will not use your information for anything other than the purpose it was provided for.

## **6. Security**

We cannot guarantee the security of any information that you send to us by email. You do this at your own risk. Once we receive your information we make our very best efforts to ensure it is secure. Our files are encrypted and our data is hosted in a secure data centre located in the UK accredited to ISO27001 standard with EU Safe Harbour certification.

## **7. Website**

PAB uses Google Analytics. Google analytics stores information about the pages that you visit on [www.mypab.org.uk](http://www.mypab.org.uk), how you arrived at the website, what you click on while you are on the website and how long you spend on each page. Google Analytics does not collect or store your personal information and so the information collected cannot be used to identify you.

## **Cookies**

You can accept or refuse cookies when you visit our website. Cookies are small pieces of information that collect data about you when you visit our website. We do this to improve your experience and measure and improve our website.

## **8. Access to your information and keeping your information up to date**

We like to ensure your information is accurate and up to date and you may ask us to correct or update any information you believe to be inaccurate. Email [info@mypab.org.uk](mailto:info@mypab.org.uk) or call the office on 01733 344844 with any corrections. Under Data Protection law you also have the right to be forgotten and may ask us at any time to remove all information about you from our database.

You have a right to request a copy of the information we hold about you. If you would like a copy of some or all of your personal information then please email us [info@mypab.org.uk](mailto:info@mypab.org.uk) or write to us at: Centre 68, 68b Westgate, Peterborough PE1 1RG