

OCVA PRIVACY POLICY



1. INTRODUCTION

OCVA is committed to protecting your privacy and security. This policy explains how and why we use your personal data, to ensure you remain informed and in control of your information.

From May 2018, OCVA will ask its service users to “opt-in” for marketing, membership and general communications. This is due to a change to the rules which govern how we can communicate with you and a new regulation on personal data (the General Data Protection Regulation) coming into force in May 2018. Therefore, we are introducing a new approach that relies on individuals giving us your consent about how we can contact you. This means you’ll have the choice as to whether you want to receive relevant information and be able to select how you want to receive them (email, phone or post).

Individuals can decide not to receive communications or change how we contact you at any time. If you wish to do so, please contact admin@ocva.org.uk or write to OCVA, The Old Court House, Floyd's Row, St Aldates, Oxford, OX1 1SS.

We will never sell any personal data and will only ever share it with organisations we work with where necessary, and only if its privacy and security are guaranteed.

Questions?

Any questions you have in relation to this policy or how we use your personal data should be sent to admin@ocva.org.uk or addressed to The Data Protection Officer, OCVA, The Old Court House, Floyd's Row, St Aldates, Oxford, OX1 1SS.

2. ABOUT US

Any personal data (i.e. any information which identifies individuals, or which can be identified as relating to you personally) will be collected and used by OCVA. OCVA is a registered charity No. 1108504 and a company limited by guarantee No. 05363946. Registered in England and Wales.

OCVA are based at The Old Court House, Floyds Row, St Aldates, Oxford, OX1 1SS. For the purposes of data protection law, OCVA will be the controller.

3. WHAT INFORMATION WE COLLECT

Personal data you provide

Most of the data we collect and hold relates to organisations rather than individuals, however, if you register as an individual for other aspects of our services, we will collect data and the following will apply. We collect data you provide to us which includes information you give when joining or registering for communications or training. For example:

- personal details (name, email, address, telephone etc.) when you join as a member;
- Organisational invoice details including PayPal; and
- details of your interests and preferences e.g. local trainers, where based and volunteering interests.

Information created by your involvement with OCVA

Individuals activities and involvement with OCVA will result in personal data being created. This could include details of how you've helped us by volunteering or being involved with our networks, partnerships and activities.

Information we generate

We conduct research and analysis on the information we hold, which can in turn generate personal data. For example, by analysing your interests and involvement with our work we may be able to build a profile which helps us decide which of our communications are likely to interest you.

Information from third parties

We sometimes receive personal data about individuals from third parties. For example, if we are partnering with another organisation (e.g. you provide your information to another organisation we're collaborating with on a volunteering project).

We may collect information from social media where you have given us permission to do so, or if you post on one of our social media pages.

Sensitive personal data

We do not normally collect or store sensitive personal data (such as information relating to health, beliefs or political affiliation) about individuals. However, there are some situations where this will occur (e.g. if you apply for volunteer interviews to be matched with an external organisation). If this does occur, we'll take extra care to ensure your privacy rights are protected.

Accidents or incidents

If an accident or incident occurs on our property, at one of our events or involving one of our staff (including volunteers) then we'll keep a record of this (which may include personal data and sensitive personal data).

Volunteers

If you are a volunteer (whether for specifically OCVA, or if you are helping us for other reasons - for example you work for another organisation which is running an event with us) then we may collect extra information about you (e.g. references, criminal records checks, details of emergency contacts, medical conditions etc.). This information will be retained for legal reasons, to protect us (including in the event of an insurance or legal claim) and for safeguarding purposes.

3. HOW WE USE INFORMATION

We only ever use your personal data with the individuals consent, or where it is necessary in order to:

- enter into, or perform, a contract with an individual;
- comply with a legal duty;
- protect vital interests;
- for our own (or a third party's) lawful interests, provided an individual's rights don't override the these.

In any event, we'll only use information for the purpose or purposes it was collected for (or else for closely related purposes).

Marketing

We use personal data to communicate with individuals, to promote OCVA and to raise awareness of our services. This includes keeping you up to date with our news, updates, activities and events. For further information on this please see **Section 5 (Marketing)**.

Administration

We use personal data for administrative purposes (i.e. to carry on our charity work). This includes:

- receiving donations (e.g. direct debits or gift-aid instructions);
- maintaining databases of our volunteers, members and supporters;
- fulfilling orders for goods or services (whether placed online, over the phone or in person);
- helping us respect your choices and preferences (e.g. if you ask not to receive marketing material, we'll keep a record of this).

4. DISCLOSING AND SHARING DATA

We will never sell your personal data. If you have opted-in to marketing, we may contact you with information about our partners, or third-party products and services, but these communications will always come from OCVA and are usually incorporated into our own marketing materials (e.g. newsletters).

Occasionally, where we partner with other organisations, we may also share information with them (for example, if you register to attend an event being jointly organised by us and another charity). We'll only share information when necessary and we'll make sure to notify you first.

5. MARKETING

From May 2018, OCVA will ask its supporters to “opt-in” for most communications. This includes all our marketing communications (the term marketing is broadly defined and, for instance, covers information about the voluntary sector and OCVA).

This means you'll have the choice as to whether you want to receive these messages and be able to select how you want to receive them (post, phone, email).

You can decide not to receive communications or change how we contact you at any time. If you wish to do so, please contact admin@ocva.org.uk or write to OCVA, The Old Court House, Floyd's Row, St Aldates, Oxford, OX1 1SS or phone 01865 251946.

What does 'marketing' mean?

Marketing does not just mean offering things for sale, but also includes news and information about:

- our charity, other organisations and the voluntary sector;
- our role in educating the public about the work and contribution made by the voluntary sector;
- OCVA membership and benefits;
- volunteering opportunities across Oxfordshire;
- our events, activities and those of local groups.

When you receive a communication, we may collect information about how you respond to or interact with that communication, and this may affect how we communicate with you in future.

Newsletters and magazines

E-Newsletters are provided as a benefit to our members. We send these out to all our members (unless you specifically ask us not to) and you can choose to unsubscribe from general marketing communications without giving up your membership. However, please be aware that member magazines do include advertisements, competitions and fundraising information.

OCVA runs several mailing lists to which you can sign up voluntarily. If you unsubscribe from a mailing list, this will not affect your other subscriptions.

6. RESEARCH AND PROFILING

This section explains how and why we use personal data to build profiles which enable us to understand our service users, improve our relationship with them, and provide a better service user experience.

Analysis and grouping

We analyse enquiries to determine common characteristics and preferences. We do this by assessing various types of information including needs (e.g. previous enquiries) or demographic information (e.g. age or location).

By grouping people and organisations together, based on common characteristics, we can ensure that a demographic group is provided with communications, products and information, which are most important to them. This helps prevent your inbox from filling up, and also means, we aren't wasting resources on contacting people with information which isn't relevant to them.

Profiling to help us understand our service users

We profile service users and organisations in terms of financial, demographic and practical support. For example, we keep track of the amount, frequency and resource needs of each individual or organisation's support. This information helps us to ensure communications are relevant and timely.

If, based on information that has been provided to us (such as geographical location, demographics, or volunteering interests), it appears an individual might be willing and able to volunteer for a voluntary sector organisation on our lists, we may contact them to see if they wish to do so.

We collect information on preferences and interests so that we know what material you are mostly likely to be interested in.

Anonymised data

We may aggregate and anonymise personal data so that it can no longer be linked to any particular person. This information can be used for a variety of purposes, such as reporting to funders, or to identify trends or patterns within our membership and other service users. This information helps inform our actions and improve our marketing, services and publicly disseminated resources.

7. HOW WE PROTECT DATA

We employ a variety of physical and technical measures to keep your data safe and to prevent unauthorised access to or use or disclosure of your personal information.

Electronic data and databases are stored on secure computer systems and we control who has access to information (using both physical and electronic means). Our staff receive data protection training and we have a set of detailed data protection procedures which personnel are required to follow when handling personal data.

Payment security

All electronic OCVA forms that request financial data will use the Secure Sockets Layer (SSL) protocol to encrypt the data between your browser and our servers.

If you use a credit card to donate, purchase a membership or purchase something on-line we will pass your credit card details securely to our payment provider (Verifone). Other payment methods (e.g. Paypal, ApplePay) are handled in a similar manner. OCVA complies with the payment card industry data security standard (PCI-DSS) published by the PCI Security Standards Council, and will never store card details.

Of course, we cannot guarantee the security of your home computer or the internet, and any online communications (e.g. information provided by email or our website) are at the user's own risk.

8. STORAGE

Where we store information

OCVA's operations are based in the UK and we store our data within the European Union. Some organisations which provide services to us may transfer personal data outside of the EEA, but we'll only allow them to do if your data is adequately protected.

For example, some of our systems use Microsoft products. As a US company, it may be that using their products result in personal data being transferred to or accessible from the US. However, we'll allow this as we are certain personal data will still be adequately protected (as Microsoft is certified under the USA's Privacy Shield scheme). We do use other systems such as Mailchimp, Google forms, PayPal, Xero and Civicrm. Potentially, these systems might transfer data outside of the European Union and data might be accessible outside the Union. All the systems we use are checked for externally accredited Privacy schemes, data security standards and are actively monitored for data breaches.

How long we store information

We will only use and store information for so long as it is required for the purposes it was collected for. How long information will be stored for depends on the information in question and what it is being used for. For example, if you ask us not to send you marketing emails, we will stop storing your emails for marketing purposes (though we'll keep a record of your preference not to be emailed).

We continually review what information we hold and delete what is no longer required. We never store payment card information.

9. KEEPING YOU IN CONTROL

We want to ensure you remain in control of your personal data. Part of this is making sure you understand your legal rights, which are as follows:

- the right to confirmation as to whether we store your personal data and, if we do, to obtain a copy of the personal information we hold (this is known as subject access request);
- the right to have your data erased (though this will not apply where it is necessary for us to continue to use the data for a lawful reason);
- the right to have inaccurate data rectified;
- the right to object to your data being used for marketing or profiling; and
- where technically feasible, you have the right to personal data you have provided to us which we process automatically on the basis of your consent or the performance of a contract. This information will be provided in a common electronic format.

Please keep in mind that there are exceptions to the rights above and, though we will always try to respond to your satisfaction, there may be situations where we are unable to do so.

If you would like further information on your rights or wish to exercise them, please write to OCVA, The Old Court House, Floyd's Row, St Aldates, Oxford, OX1 1SS or email admin@ocva.org.uk

Complaints

If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office which regulates and enforces data protection law in the UK. Details of how to do this can be found at www.ico.org.uk

10. COOKIES AND LINKS TO OTHER SITES

Cookies

We use cookies to provide you with a better service. Cookies are small pieces of text sent by your web browser by a website you visit. A cookie file is stored in your web browser and allows the Service to recognise you and make your next visit easier and the Service more useful to you. The use of cookies is an industry standard and many major websites use them to provide useful features for their customers. Cookies do not themselves personally identify users, although they do identify a user's computer. Most browsers are initially set to accept cookies however if you prefer, you can set your browser to refuse cookies. If you do refuse cookies you may not be able to take full advantage of the functionality of websites or services.

Links to other sites

Our website contains hyperlinks to many other websites. We are not responsible for the content or functionality of any of those external websites (but please let us know if a link is not working).

If an external website requests personal information from you (e.g. in connection with an order for goods or services), the information you provide will not be covered by OCVA's Privacy Policy. We suggest you read the privacy policy of any website before providing any personal information.

When purchasing goods or services from any of the businesses that our site links to, you will be entering into a contract with them (agreeing to their terms and conditions) and not with OCVA.



Oxfordshire Community and Voluntary Action

11. CHANGES TO THIS PRIVACY POLICY

We'll amend this Privacy Policy from time to time to ensure it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our Privacy Policy will always be posted on our website.

This Privacy Policy was last updated on 14.05.2018