



## CRADLE Privacy and Cookie Policy

CRADLE Charity is committed to ensuring that personal information is held fairly, lawfully and securely in accordance with privacy laws.

We will only contact you in a way that you would like us to.

You are vital to us in supporting bereaved parents and families and we aim to ensure that we contact you in a way you prefer. It is important for you to know that we undertake data protection and legislation seriously. We also follow all the appropriate guidelines for fundraising.

### **What this Privacy Policy covers:**

**The type of personal information we collect**

**How we get the personal information and why we have it**

**Your consent**

**How we store your personal information**

**Your data protection rights**

**Your right to complain**

### **Introduction to Data Protection**

Regulation (EU) 2016/679 of the European Parliament – the General Data Protection Regulation ('GDPR') – obliges us to provide you with information about how and why we use your data. We recognise our obligations and your legal rights set out in the GDPR. We are committed to protecting and respecting your privacy and complying with the principles of the GDPR.



## Who are 'we'?

In this policy, whenever you see the words 'we', 'us' or 'our', it refers to the CRADLE Charity, a registered charity, number 1190761 (England and Wales) registered address Office 8, Hesketh Mount, 92-96 Lord Street, Southport, PR8 1JR.

CRADLE supports anyone affected by any type of pregnancy loss. In order to provide online support and services we need to hold some personal information about visitors to our website.

## Data Protection

For information and queries about data protection compliance, please email [dawn@cradlecharity.org](mailto:dawn@cradlecharity.org) or write to CRADLE Charity Office 8, Hesketh Mount, 92-96 Lord Street, Southport, PR8 1JR.

## Amendments to our Privacy Policy

If we amend our privacy policy, any changes will be published on our website. If necessary, this will be brought to your attention.

This policy was last updated on: 24/11/21

## What is personal data?

'Personal data' means any information relating to an individual ('data subject') who can be identified, directly or indirectly by the information.

## The type of personal information we collect:

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details including email address)
- Messenger Profiles, mobile numbers, Twitter handles, Instagram handles, Ambassador bank account information, Amazon wish list, emergency contact details
- Participants personal details (for example Contact details, Emergency contacts, GP information, Baby Loss history, Counselling History)

## How we get the personal information and why we have it:

Most of the personal information we process is provided to us directly by you, for one of the following reasons:

- Becoming an Ambassador of CRADLE
- Becoming a Friend of CRADLE for donations



- Becoming a Supplier of CRADLE
- Being an NHS point of contact
- Being a Participant of CRADLE Services
- Media requests for interviews

## How we use your personal information

We collect, store and process personal data for several purposes, mainly: volunteer administration, partnership administration and financial accounting. We will not use any of the information that we collect from you, or about you, for any purpose other than those listed in this document. If we would like to use your personal data in any other way, we will seek your permission. We use the information that you provide to;

- Link an NHS Trust to an Ambassador
- Enable suppliers to send out CRADLE marketing supplies
- Enable CRADLE Head Office to match services to Participants
- Enable CRADLE Head Office to dispatch materials direct – we may share your details with a supplier in order for supplies to be sent directly to your home such as comfort bags, leaflet cards etc.

There are also four legal bases by which we process your personal information:

### 1. Where required to perform a **CONTRACT**. For example:

To administer and manage our relationship with service users. For example, when given personal information either directly (volunteer form) or via a third party (e.g. Justgiving);

To administer and manage our relationship with fundraisers, donors, supporters and partners.

### 2. Where required to comply with our **LEGAL OBLIGATIONS**. For example:

To comply with health and safety requirements.

To comply with safeguarding requirements. For example, working with vulnerable adults.

For the prevention of fraud and other criminal activities.

### 3. Where there is a **LEGITIMATE INTEREST**. For example:

To respond appropriately to requests for support, information, concerns or queries and to any complaints.

### 4. Where you have provided **CONSENT**. For example:



We may use and process your personal information where you have **consented** for us to do so for the following purposes:

Communications with volunteers as agreed;

Communications with fundraisers as agreed;

Communications with partners as agreed.

## Your Consent

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- **Your consent. You can remove your consent at any time. You can do this by contacting Dawn Brown (Regulatory and Compliance Director) at [dawn@cradlecharity.org](mailto:dawn@cradlecharity.org)**
- **We have a legal obligation.**
- **We have a vital interest.**
- **We need it to perform a public task.**
- **We have a legitimate interest.**

We collect data including your phone number and email address from you to remain in contact with you to facilitate your volunteering tasks i.e., collecting and delivering toiletries to NHS sites in accordance with CRADLE's aim and or to provide CRADLE Services to you. For Ambassadors and Trustees, we collect your social media 'handles' as in accordance with CRADLE's Media Policy a copy of which you will have received.

## How we store your personal information

Your information is securely stored on laptops, mobile phones, email, and CRADLE Facebook site and used by the Directors and Trustees. Phones and laptops are password protected. Any information held on laptops is held in a secure place on a hard drive and kept in a securely locked location.

We keep contact details on phones/email and database for three months after cessation of the Volunteers Agreement, a copy of which will have been supplied to you. All information on Participants held due to Services CRADLE provide, will be deleted from our phones, email accounts and database and where possible emptied from the recycling bin after 2 years.

If you are a member of Facebook and do not wish us to have your contact details on that platform, we suggest any posts made by you are deleted by you. We will do all we can to ensure that posts are deleted within our capabilities.



## Using your information for marketing

We do not send marketing information.

## What we don't do with your information

We never sell or share your information to other organisations to use for their own purposes.

## Profiling

CRADLE Charity does not perform any profiling (e.g. wealth screening) or automated decision-making.

## Information Security

Where we have given you (or where you have chosen) a password, which enables you to access certain parts of our website you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

We place a great importance on the security of all personally identifiable information associated with our service users. This includes policies, procedures and security features to ensure that information about you is treated securely and protected from unauthorised and unlawful access and used in accordance with this privacy policy. We have security measures in place to attempt to protect against the loss, misuse and alteration of personal data under our control. While we cannot guarantee that loss, misuse or alteration of data will not occur while it is under our control or being transferred, we use our best efforts to try to prevent this.

## Your Data Protection Rights

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information.
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.



- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [dawn@cradlecharity.org](mailto:dawn@cradlecharity.org) if you wish to make a request.

## Your Right to Complain

If you have any concerns about our use of your personal information, you can make a complaint to us at:

Dawn Brown  
Regulatory and Compliance Director  
CRADLE  
Hesketh Mount  
92-96 Lord Street  
Southport  
PR8 1JR  
[dawn@cradlecharity.org](mailto:dawn@cradlecharity.org)

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:  
Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113  
ICO website: <https://www.ico.org.uk>



## Cookie Policy

This Cookie Policy explains what cookies are and how we use them. You should read this policy to understand what cookies are, how we use them, the types of cookies we use i.e. the information we collect using cookies and how that information is used and how to control the cookie preferences. For further information on how we use, store and keep your personal data secure, see our Privacy Policy. You can at any time change or withdraw your consent from the Cookie Declaration on our website. Learn more about who we are, how you can contact us and how we process personal data in our Privacy Policy.

Your consent applies to our website: [www.cradlecharity.com](http://www.cradlecharity.com)

### What are Cookies?

Cookies are small text files that are used to store small pieces of information. The cookies are stored on your device when the website is loaded on your browser. These cookies help us make the website function properly, make the website more secure, provide better user experience, and understand how the website performs and to analyse what works and where it needs improvement.

### How do we use cookies?

As most of the online services, our website uses cookies first-party and third-party cookies for a number of purposes. The first-party cookies are mostly necessary for the website to function the right way, and they do not collect any of your personally identifiable data. The third-party cookies used on our websites are used mainly for understanding how the website performs, how you interact with our website, keeping our services secure, providing advertisements that are relevant to you, and all in all providing you with a better and improved user experience and help speed up your future interactions with our website.

### What types of Cookies do we use?

**Essential:** Some cookies are essential for you to be able to experience the full functionality of our site. They allow us to maintain user sessions and prevent any security threats. They do not collect or store any personal information. For example, these cookies allow you to log-in to your account and add products to your basket and checkout securely.

**Statistics:** These cookies store information like the number of visitors to the website, the number of unique visitors, which pages of the website have been visited, the source of the visit etc. These data help us understand and analyse how well the website performs and where it needs improvement.

**Marketing:** Our website displays advertisements which are our own only.



**Functional:** These are the cookies that help certain non-essential functionalities on our website. These functionalities include embedding content like videos or sharing contents on the website on social media platforms.

**Preferences:** These cookies help us store your settings and browsing preferences like language preferences so that you have a better and efficient experience on future visits to the website.

### **How can I control the Cookie preferences?**

Should you decide to change your preferences later through your browsing session, you can click on the “Privacy & Cookie Policy” tab on your screen. This will display the consent notice again enabling you to change your preferences or withdraw your consent entirely. In addition to this, different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies. To find out more on how to manage and delete cookies, visit [wikipedia.org](http://wikipedia.org), [www.allaboutcookies.org](http://www.allaboutcookies.org).