

# **POSITIVE STORIES**

Privacy Policy

## PURPOSE OF OUR POLICY

- 1.1 POSITIVE STORIES (**we, us** or **our**) has adopted this Privacy Policy to ensure that by acting as a data controller we have standards in place to protect the personal data that we collect about individuals that is necessary and incidental to:
  - (a) Providing the system and services that we offer, including through [<https://www.positivestories.org/>], our WhatsApp chatbot service, our online platform, online blog, podcast; and
  - (b) The normal day-to-day operations and the purpose of our business, which is to provide societal and social benefits associated with our social enterprise and community interest aims. For more information on our business purpose please visit our website.
- 1.2 We are committed to respecting your privacy. By publishing this Privacy Policy we aim to make it easy for our users and the public to understand what personal data we collect and store, why we do so, how we receive and/or obtain that information, and the rights an individual has with respect to their personal data in our possession.
- 1.3 By providing personal data to us, you consent to our collection, use and disclosure of your personal data in accordance with this Privacy Policy and any other arrangements that apply between us. We may change our Privacy Policy from time to time by publishing changes to it on our website. We encourage you to check our website periodically to ensure that you are aware of our current Privacy Policy.

## 2 KEY DEFINITIONS

- 2.1 "**Personal data**" is information relating to you (or from which you may be identified) which is processed by automatic means or which is (or is intended to be) part of a structured manual filing system. It includes not only facts about you, but also intentions and opinions about you. It may include, but not limited to, confidential and non-confidential data about you and your spouse, domestic/civil partner, dependants or next of kin.
- 2.2 "**Processing**" means doing anything with the data. For example, it includes collecting, holding, disclosing and deleting it.
- 2.3 Personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, health, sexual orientation, sex life, trade union membership and genetic and biometric data are subject to special protection and considered by EU privacy law to be "sensitive personal data".

## 3 WHAT THIS POLICY COVERS

- 3.1 In brief, this privacy policy explains:
  - (a) Who and what this policy applies to;
  - (b) The personal data we collect and how we process it;
  - (c) Our legal grounds for processing personal data;

- (d) How personal data is collected;
- (e) When we use personal data;
- (f) When personal data is disclosed to third parties;
- (g) How we maintain the security of your personal data;
- (h) How to access your personal data and other rights;
- (i) How to contact us.

#### **4 WHO AND WHAT THIS POLICY APPLIES TO**

- 4.1 Our Privacy Policy deals with how we handle personal data.
- 4.2 We handle personal data in our own right and also for and on behalf of our users.
- 4.3 Our Privacy Policy does not apply to information we collect about businesses or companies; however, it does apply to information about the people in those businesses or companies that we store.
- 4.4 The Privacy Policy applies to all forms of information, physical and digital, whether collected or stored electronically or in hardcopy.
- 4.5 If, at any time, an individual provides personal data or other information about someone other than himself or herself, the individual warrants that they have that person's consent to provide such information for the purpose specified.
- 4.6 Our website and services are unavailable to children (persons under the age of 18 years).

#### **5 THE PERSONAL DATA WE COLLECT AND HOW WE PROCESS IT**

- 5.1 In the course of business, it is necessary for us to collect and process personal data. This information allows us to identify who an individual is for the purposes of our business, share personal data when asked of us, contact the individual in the ordinary course of business and transact with the individual if necessary.
- 5.2 Without limitation, the type of information we may collect is:
  - (a) **Personal data.** We may collect personal details such as an individual's name, location, date of birth, nationality, and other information that allows us to identify who the individual is, and to identify our global coverage in furthering our social enterprise business purpose;
  - (b) **Sensitive personal data.** In the course of collecting information for our business purpose and to provide our service we will collect sensitive personal data which includes voice or video recordings from you, as well as a photo if you choose to provide one. Where you as an individual disclose sensitive personal data, you do so for the purposes outlined in our consent form which will be provided to you before you provide this personal data. This may be used on our podcast, online platform, website and blog in promoting our

social enterprise business purpose. For more information on our purposes of data processing see Paragraph 9;

- (c) **Contact Information.** We may collect information such as an individual's email address, telephone number, residential, business and postal address and other information that allows us to contact the individual;
- (d) **Statistical Information.** We may collect information about an individual's online and offline preferences, habits, movements, trends, decisions, associations, memberships, and other information for statistical purposes and to improve our user's experience; and
- (e) **Information an individual sends us.** We may collect any personal correspondence that an individual sends us, or that is sent to us by others about the individual's activities.

5.3 We may collect other personal data about an individual, which we will maintain in accordance with this Privacy Policy.

5.4 We may also collect non-personal data about an individual such as information regarding their computer, network and browser. This may include their IP address.

## 6 OUR LEGAL GROUNDS FOR PROCESSING PERSONAL DATA

6.1 When processing your personal data there are different grounds on which we rely. These are as follows:

- (a) **Contractual.** Processing is necessary for us to perform our obligations under a contract with you, to enter into a contract with you, or to exercise any associated contractual rights. For example, we may request your name, address and email to enter into a contract with you.
- (b) **Legal Obligation.** Processing is necessary for us to perform any legal and regulatory obligations we have. For example, we may be requested by a national data regulator to disclose information to demonstrate we are complying with our data protection obligations.
- (c) **Legitimate Interests.** Processing is necessary for our or a third party's legitimate interests. For example, in order for us to manage, maintain and administer our business effectively we may need to use online storage providers. However, your data will not be processed on this basis if our or a third party's interests are overridden by your own interests, rights and freedoms.
- (d) **Consent.** You have given your specific consent to processing your data. This will be the case whenever we process sensitive personal data, as described above in Paragraph 5.2(b). In the majority of cases we will collect your consent via electronic means in a clear and transparent manner. Where collecting via electronic means is not possible we will clearly communicate this with you and obtain it through an alternative method.

## 7 HOW PERSONAL DATA IS COLLECTED

7.1 Most information will be collected or processed in association with an individual's use of [\[https://www.positivestories.org/\]](https://www.positivestories.org/), an enquiry about

[\[https://www.positivestories.org/\]](https://www.positivestories.org/) or generally dealing with us, including if you are an individual submitting personal data for us to use in our podcast, online platform, website and blog. However, we may also receive personal data from sources such as advertising, an individual's own promotions, public records, mailing lists, contractors, staff, and our business partners. In particular, information is likely to be collected as follows:

- (a) **Registrations/Subscriptions.** When an individual registers or subscribes for a service, list, account, connection or other process whereby they enter personal data details in order to receive or access something from us, including a transaction;
- (b) **Contact.** When an individual contacts us in any way;
- (c) **Access.** When an individual accesses us physically (for example, obtaining an audio recording to use on our podcast) we may require them to provide us with details for us to permit them such access. When an individual accesses us through the internet we may collect information using cookies (if relevant – an individual can adjust their browser's setting to accept or reject cookies) or analytical services. More information about cookies, and how we use them, can be found in Paragraph 8 below; and/or
- (d) **Pixel Tags.** Pixel tags enable us to send email messages in a format customers can read and they tell us whether the email message has been opened.

7.2 As there are many circumstances in which we may collect information both electronically and physically, we will endeavour to ensure that an individual is always aware of when their personal data is being collected.

7.3 Where we inadvertently obtain personal data without an individual's knowledge we will either delete/destroy the information, or inform the individual that we hold such information.

7.4 We will retain personal data for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

## 8 AN EXPLANATION OF COOKIES

8.1 **What are cookies?** Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our websites, we may collect information from you automatically through cookies or similar technology. For further information, visit [allaboutcookies.org](http://allaboutcookies.org).

8.2 **How do we use cookies?** We use cookies in a range of ways to improve your experience on our website, including:

- (a) Keeping you signed in (where applicable);
- (b) Understanding how you use our website.

8.3 **What types of cookies do we use?**

- (a) **Functionality** – We use these cookies so that we recognize you on our website and remember your previously selected preferences. These could

include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.

- (b) **Data Analytics** – Our Company uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. Our Company sometimes shares some limited aspects of this data with third parties for analytical purposes.

8.4 You can turn cookies off at any time, by going into your browser settings, however this may have a detrimental effect on your user experience.

## 9 WHEN WE USE PERSONAL DATA

9.1 The purpose of collection is determined by the circumstances in which the information was collected and/or submitted to us. In general, the primary principle is that we will not use or process any personal data other than for the purpose for which it was collected without the individual's permission, or where our legal rights in processing data allow us to, as described in Paragraph 6 above.

9.2 Information is used to enable us to operate our business, especially as it relates to an individual. These activities may include:

- (a) The provision of goods and services between an individual and us;
- (b) Verifying an individual's identity;
- (c) Communicating with an individual about:
  - i Their relationship with us;
  - ii Our goods and services;
  - iii Our own marketing and promotions to customers and prospects;
  - iv Competitions, surveys and questionnaires;
- (d) Utilising an individual's information in the provision of our services, including in our podcast, online platform and blog;
- (e) Communicating or entering into commercial relationships with third parties or clients in order to promote our social enterprise business purpose;
- (f) Investigating any complaints about or made by an individual, or if we have reason to suspect that an individual is in breach of any of our terms and conditions or that an individual is or has been otherwise engaged in any unlawful activity; and/or
- (g) As required or permitted by any law.

**10 WHEN PERSONAL DATA IS DISCLOSED TO THIRD PARTIES**

- 10.1 If it is necessary for us to disclose an individual's personal data to third parties in a manner compliant with privacy laws and regulations in the course of our business, we will inform you that we intend to do so, or have done so, as soon as practical.
- 10.2 We may choose to disclose or sell an individual's personal data to our third-party clients or partners, in line with our social enterprise business purpose. Where this is the case the individual will have been informed and will have provided their consent beforehand.
- 10.3 There are some circumstances in which we must disclose an individual's information:
- (a) Where we reasonably believe that an individual may be engaged in fraudulent, deceptive or unlawful activity that a governmental authority should be made aware of;
  - (b) As required by any law or regulation; and/or
  - (c) In order to sell our business (in that we may need to transfer personal data to a new owner).
- 10.4 We may utilise third-party data processors to communicate with an individual and to store an individual's personal data.

**11 YOUR ABILITY TO OPT "IN" OR "OUT"**

- 11.1 An individual may opt to not have us collect their personal data, or if they have agreed to receive marketing, opt out to not receive our marketing. This may prevent us from offering them some or all of our services and may terminate their access to some or all of the services they access with or through us. They will be aware of this when:
- (a) **Opt In.** Where relevant, the individual will have the right to choose to have information collected and/or receive information or marketing from us; or
  - (b) **Opt Out.** Where relevant, the individual will have the right to choose to exclude himself or herself from some or all collection of information and/or receiving information or marketing from us.
- 11.2 If an individual believes that they have received information or marketing from us that they did not opt in or out to receive, they should contact us on the details below.

**12 HOW WE MAINTAIN THE SECURITY OF YOUR PERSONAL DATA**

- 12.1 We will take all reasonable precautions to protect an individual's personal data from unauthorised access. This includes appropriately securing our physical facilities and electronic networks.
- 12.2 [<https://www.positivestories.org/>] uses SSL encryption to store and transfer personal data. Despite this, the security of online transactions and the security of communications sent by electronic means or by post cannot be guaranteed. Each individual that provides information to us via the internet or by post does so at their

own risk. We cannot accept responsibility for misuse or loss of, or unauthorised access to, personal data where the security of information is not within our control.

- 12.3 We will never retain personal data for longer than is necessary to provide our service. Every 12 months we will periodically review the necessity of retaining an individual's information and erase it if the retention of the information is no longer necessary for providing our service.
- 12.4 We are not responsible for the privacy or security practices of any third party (including third parties that we are permitted to disclose an individual's personal data to in accordance with this policy or any applicable laws). The collection and use of an individual's information by such third parties may be subject to separate privacy and security policies of that third party.
- 12.5 We will not disclose an individual's personal data to any entity in a jurisdiction that does not have a privacy policy substantially similar to this Privacy Policy.
- 12.6 We are not liable for any loss, damage or claim arising out of another person's use of the personal data where we were authorised to provide that person with the personal data.
- 12.7 As an internationally focused organisation, we may share your data outside the EEA. We require third parties to respect the security of your data and to treat it in accordance with the law.
- 12.8 If an individual suspects any misuse or loss of, or unauthorised access to, their personal data, they should let us know immediately.
- 12.9 If we become aware of any unauthorised access to an individual's personal data it is our legal obligation to inform them or an applicable regulator as appropriate.

### **13 YOUR DATA PROTECTION RIGHTS**

- 13.1 As an individual, you are entitled to the following:
- (a) **The right to access** – you have the right to request we provide you with copies of your personal data, as well as why we are processing it. Where reasonable we may charge you a small fee for this service.
  - (b) **The right to rectification** – you have the right to request that we correct any information you believe is inaccurate. You also have the right to request we complete the information you believe is incomplete.
  - (c) **The right to erasure** – you have the right to request that we erase your personal data, under certain conditions.
  - (d) **The right to restrict processing** – you have the right to request that we restrict the processing of your personal data, under certain conditions. This includes withdrawing your consent for any specific purposes of processing of your sensitive personal data.
  - (e) **The right to object to processing** – you have the right to object to our processing of your personal data, under certain conditions. This includes withdrawing your consent for any further processing of your sensitive personal data.

- (f) **The right to data portability** – you have the right to request that we transfer the data that we have collected to another organisation, or directly to you, under certain conditions.

13.2 After making a request to exercise any of the above, we will respond within one month to you. Please make this request to our contact details in Paragraph 15 below.

#### **14 COMPLAINTS AND DISPUTES**

14.1 If an individual has a complaint about our handling of their personal data, they should address their complaint in writing to the details below. You may also raise complaints with the Information Commissioner who is the statutory regulator. For contact and other details see: <https://ico.org.uk/ICO>.

14.2 If we have a dispute regarding an individual's personal data, we both must first attempt to resolve the issue directly between us.

#### **15 CONTACTING INDIVIDUALS**

15.1 From time to time, we may send an individual important notices, such as changes to our terms, conditions and policies. Because this information is important to the individual's interaction with us and to us complying with our legal obligations, they may not opt out of receiving these communications.

#### **16 CONTACTING US**

16.1 All correspondence with regards to privacy should be addressed to:

POSITIVE STORIES  
101 Halliford Rd  
Sunbury-on-Thames TW16 6DN.

[contact@positivestories.org](mailto:contact@positivestories.org)

#### **ADDITIONS TO THIS POLICY**

16.2 If we decide to change this Privacy Policy, we will post the changes on our webpage at [<https://www.positivestories.org/>]. Please refer back to this Privacy Policy to review any amendments.

**EFFECTIVE DATE: 3 MAY 2020**