



Privacy Policy

1 Policy Statement

After Matters believes that everyone has the right to live their life with privacy, dignity, independence and choice. The team will work together and with other agencies where appropriate to uphold this right.

2 Related After Matters Policies/Procedures:

- Safeguarding Policy
- Confidentiality Policy

3 Trustee Responsibilities

The responsibilities of the board of trustees are:

- to ensure that all trustees, volunteers and clients have access to and are aware of this policy
- to ensure that safeguards are in place to protect the interests of the users of our website and services, the client, trustees and volunteers

4 Scope

This policy applies to all trustees and volunteers of After Matters

5 Policy Guidance

This policy is provided to explain when and why we collect personal information about people who use our services and visit our website; how we use the personal information, the conditions under which we may disclose it to others and how we keep it secure.

By using our website, you're agreeing to be bound by this policy.

Any questions regarding this policy and our privacy practices should be sent by email to hello@aftermatters.org.uk or by calling us on 0333 323 4950.

5.1 How do we collect information from you?

We obtain information about you when you use our website, for example, when you complete our forms and surveys, use our services, make a purchase, make a donation, or register for membership.

We are committed to protecting your privacy, and will use your personal information in accordance with the General Data Protection Regulations (GDPR).

5.2 What type of information is collected from you?

The personal information we collect might include your name, address, email address, IP address, and information regarding what pages are accessed and when. If you make a donation online or purchase a product from us, your card information is not held by us. It is collected by our third-party payment processors which specialise in the secure online capture and processing of credit/debit card transactions.

5.3 Where we keep your data and how long for

All information is stored securely within the After Matters record system and is only accessible to the board of trustees. After Matters use Google Cloud Platforms.

We only keep your personal data for as long as necessary to provide our services to you and also to ensure we meet our legal obligations. We usually keep your personal data for 7 years after you have stopped using our service. In some cases we may need to keep it for longer, if we legally have to.

5.4 How is your information used?

We may use your information to:

- process a donation that you have made
- process orders that you have submitted
- allow us to administer our services
- process entries into a competition
- seek your views or comments on the services we provide
- notify you of changes to our services
- send you communications which you have requested and consented to receiving. These may include information about campaigns, appeals, other fundraising activities, promotions of our associated companies goods and services
- respond to an enquiry you have sent to us through the website

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example the collection of Gift Aid). We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

5.5 Contacting After Matters

You can contact us by telephone, email, or via our social media channels. In all cases, we take the security of your data seriously. We will only share your details with the relevant member(s) within our organisation, in order to process your enquiry.

We will not share your enquiry outside of our organisation except in the limited circumstances outlined in the 'Who has access to your information?' section.

5.6 Who has access to your information?

We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

Third-party service providers working on our behalf: We may pass your information to our third-party service providers, agents, subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf.

Examples of third-party service providers with which we may share your information include:

- cloud-based database services in connection with surveys, for example
- medical practitioners or other agencies to assist in obtaining support for you
- the emergency services if we have serious concerns about the welfare of you or someone around you
- payment processors following donations or purchases made on our website

When we use third-party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our supporters and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

Some parts of the service provided on this website are provided by third-party service providers and not by us. You consent to us transferring your personal information to such third-party service providers for the purposes of dealing with your queries and for the purposes of record keeping. We require all third-party service providers to conform in full to the General Data Protection Regulation.

5.7 Your data - your rights

As the owner (aka 'Data Subject') of your personal data, you have certain rights under the General Data Protection Regulations (GDPR) to find out about our use of your personal data.

You have:

- the Right to be informed - by providing you with this document, we are giving you the information about your data that is collected and held by us
- the Right of access - you can ask about your personal data that we hold - this is called a "data subject access request"
- the Right to rectification - you can tell us if the data we hold is wrong or incomplete and ask us to put it right
- the Right to erasure - you can request erasure of your personal data. This enables you to ask* us to delete or stop processing your data. (*There may be times when we can't do this though because we are required by law to hold it for a certain time)
- the Right to restrict processing - you can object to the processing of your data where the organisation is relying on its legitimate interests as the legal ground for processing
- the Right to data portability - you can ask us to securely transfer your personal data to another data controller
- the Right to object - you can ask us to stop the processing of your personal data for a period of time if data is inaccurate or there is a dispute about its accuracy or the reason for processing it

If you wish to do any of these things, you can email us at hello@aftermatters.org.uk and we will action your request* (*There may be times when we can't do this though because we are required by law to hold it for a certain time).

If you think that we have failed to handle your data properly or have not allowed your rights listed above, you have the right to make a complaint to the Information Commissioner's Office.

5.8 Your right to withdraw your consent

We would like to send you information on the latest news, campaigns, fundraising and events from After Matters, however you have a choice about whether or not you wish to receive information from us.

You have the right to withdraw consent if you have shared any personal data with us. You can withdraw your consent to share information at any time. You can request to withdraw your consent by emailing us at hello@aftermatters.org.uk

5.9 Additional Information on how we improve our services

We may use the data we collect to measure how we are performing as a service and to improve our service. This information is always anonymised, therefore it could not be used to identify you.

We may analyse how you interact with us to ensure the information we send to is of relevance and interest. We may also use your personal information to detect and reduce fraud and credit risk.

5.10 Research

For After Matters to be able to improve its services, we sometimes work with trusted partners, including universities and NHS organisations to help us analyse our data.

The data which we provide to them is a mixture of statistics and information that you have provided to us.

The statistics include data such as the age, ethnicity, and gender of service users as well as other information provided to the service such as goals or assessments, and service usage data. Other information includes both public and private information shared within After Matters. Public information refers to any article and discussion board submissions as well as comments which are approved and posted on the site for other users to see. Private information refers to any communication you have with the After Matters team either through chat (one-to-one messaging) or messaging the team inbox.

It does not contain any personal data which could be used to identify you - it is completely anonymised. No identifiable information will ever be shared outside of our organisation for research purposes without your explicit consent.

If you want to find out more information about how we use data for research, you can email us at hello@aftermatters.org.uk

5.11 Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

5.12 Cookies used by After Matters

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts.

Our website uses cookies to distinguish you from users of our website. This helps us to provide you with a good experience when you browse our website and allows us to improve them.

When you view and interact with our content from other platforms, for example, Facebook, Instagram, Twitter and YouTube, those platforms may also use cookies. We are not responsible for cookies used by platform providers and if you are in doubt that the cookie policies of those platforms, we would suggest that you review them:

- Facebook
- Instagram
- Twitter
- Youtube

5.13 Further information on cookies:

Further useful information about cookies can be found at: <http://www.allaboutcookies.org>