



## SCHOOL FOOD MATTERS

### Data Protection and Privacy Policy

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[www.schoolfoodmatters.org](http://www.schoolfoodmatters.org) (“our site”) is a site operated by School Food Matters (“we” or “us”). This policy explains how we collect, use or process personal information in connection with our site. This policy may be updated from time to time, so please check back periodically. School Food Matters is committed to protecting and respecting your privacy. This policy applies to all staff and trustees.

#### Information about us

School Food Matters is incorporated and registered in England and Wales with company number 06657048 and has its registered office at 151 Sheen Lane, London, SW14 8LR. Our main operating address is at 151 Sheen Lane, London SW14 8LR, United Kingdom. We are also registered as a charity with the Charity Commission of the United Kingdom with charity number 1134094.

Our site is designed to provide information on our campaigns, projects and/or services, the opportunity to obtain membership of School Food Matters, and to make donations to School Food Matters. Our campaign mission is to ensure that every child enjoys fresh sustainable food at school and understands where their food comes from.

Our site is freely accessible to all users on the world wide web, and any person accessing our site is referred to in this Policy as a “User”. Certain services available or accessible through our site, in particular in relation to the newsletter and membership of School Food Matters, require an account to be set up and personal information to be provided by account holders (“Subscribers”). This Policy explains the following regarding the use of our site:

1. What information will be collected?
2. For what purposes is information collected and kept about Subscribers?
3. Who is collecting Subscribers’ information and with whom is it being shared?
4. What security precautions are in place to protect against the loss, misuse or alteration of Subscribers’ personal information?
5. Our and third-party use of ‘cookies’ and ‘action tags’.
6. Changes to the Policy.
7. Your rights under Data Protection Legislation
8. How to contact us about privacy questions or concerns.

## 1. What information will be collected?

We do not collect personally identifiable information from Users. We may collect certain non-personally identifiable information from Users for the purposes of improving the functionality and effectiveness of our site.

For administrative and billing purposes, it is necessary to collect certain personal information about a Subscriber. We will only collect some personal details (name, organisation name, address, email, location, job description and payment information) from Subscribers for the purpose of sending the newsletter or administering their membership (the “**Subscriber Services**”).

When information is held in a form that is capable of being linked to a particular individual or organisation, it is referred to in this Policy as “**Personal Information**” and treated accordingly.

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## 2. For what purposes is information collected and kept about Subscribers?

### **Personal Information**

We collect some basic Personal Information from all Subscribers for the purpose of managing, administering and effecting the Subscriber Services (including the management of accounts, issuing passcodes, processing payments and addressing any problems). We will only use that Personal Information for those administrative purposes and will not share it with any other persons without your explicit consent.

### **Updates/Marketing**

We may use your email address, telephone number or mailing address to send you updates or marketing information in relation to School Food Matters and/or our campaigns, projects and/or services. We will not send you such information by email unless it is related to School Food Matters and/or our campaigns, projects and/or services, or to similar goods or services that we would like to offer you or if you give us your consent. You may inform us, through the email address provided in this Policy, or through any other communication method indicated in the update or marketing material itself, that you would like us to stop sending all such communications. [An unsubscribe link appears on all our mailings from the database.]

We will keep your Personal Information for as long as you continue to be a Subscriber. We will remove your Personal Information from our records (or make them unusable) if you cease to be a Subscriber.

### **Non-personally identifiable data**

We may store or monitor information relating to Users in a form that is not personally identifiable. This will allow us to assess and improve the functionality and effectiveness of our site.

### **3. Who is collecting Subscribers' information and with whom is it being shared?**

Personal Information about Subscribers is collected by us. We reserve the right to use the data stored on our site, provided it is in a non-personally identifiable form, to perform analytical studies on the use of our site, to carry out statistical studies generally and otherwise to study the data for any purpose and we may provide such data to third parties at our own discretion (including for payment).

We may disclose Personal Information to third parties if we believe that such disclosure is reasonably necessary to enforce or apply the terms of use of our site or to protect the rights, property and safety of us, our site, other Users or others generally, or otherwise as provided by law or required by any court of competent jurisdiction or any regulatory authority acting under statutory powers.

We will fully co-operate with law enforcement agencies to identify anyone who uses our site for illegal activities. We reserve the right to report to law enforcement agencies any activities that we believe to be unlawful.

We may also share Subscribers' Personal Information with third parties who provide services to us such as administration services, technical services relating to the maintenance, servicing and upgrading of our site, hosting services, data migration services and analytical services. If such third parties receive a Subscriber's Personal Information we will ensure that the information is only used for the purposes of providing the relevant service to us, that it is not kept or used for any other purposes, and that it is kept in a secure and confidential manner.

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### **4. What security precautions are in place to protect against the loss, misuse, or alteration of Subscribers' Personal Information?**

A Subscriber's Personal Information, created on our site and saved on our system, is only accessible to us, our staff and our service providers.

Subscribers' Personal Information is kept on password protected, limited access servers. Wherever possible and applicable, our servers reside behind a corporate firewall that maintains controls on access to the system from both our internal network and the world wide web. Access to Subscribers' Personal Information is allowed only to staff that require such access and we require our staff to keep that information confidential and secure. In addition, we have created additional security protections on our site by ensuring that passwords are encrypted as MD5 hashes.

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### **5. Our use of 'cookies' and 'action tags'**

A cookie is a small data text file, which a website stores on the user's computer hard drive (if the user's internet browser permits) that can later be retrieved to identify the user to the website operator. Cookies enable the service provider to identify, authenticate and maintain information about the way visitors use websites. We may use cookies, for example in relation to the use of our site's publishing system and enabling preferences, and for users to enhance their visit to our site.

Cookies can be disabled on a user's browser. The 'help' button on the menu bar of most browsers will explain how to do this or how to have the browser automatically notify the user when a cookie is received so that the user can decide whether to accept it.

By accepting our Terms of Use each User and Subscriber consents to our use of cookies in accordance with this Policy.

## 6. Changes to the Policy

This Policy was last updated in January 2017. If we make any changes to our privacy policy, the new version will be posted here on our site. We may change, modify, add or remove portions of our privacy policy at any time, and any changes will become effective immediately upon being posted on our site unless we state otherwise.

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## 7. Your rights under data protection legislation

You have various rights under data protection legislation:

(a) Your right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

(b) Your right to correct any errors in the information we hold about you, and to change and correct any details you have already given us. Please inform us about any changes to your details so that we can keep our records accurate and up to date.

(c) Your right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at [info@schoolfoodmatters.org](mailto:info@schoolfoodmatters.org)

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## 8. Contacting us about privacy questions or concerns

If you have any questions, concerns or complaints about this Policy, the manner in which we handle your Personal Information, or your dealings with us or our site, please contact us by email at [info@schoolfoodmatters.org](mailto:info@schoolfoodmatters.org) or write to us at School Food Matters, 151 Sheen Lane, London SW14 8LR, United Kingdom. Thank you for visiting our site.

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**Data Protection and Privacy Policy for School Food Matters: Updated April 2017**