

# The policy

This privacy policy notice is served by Rubies (14 Middlesbrough Road, Middlesbrough TS6 6NR) under the website [www.rubiescharity.org](http://www.rubiescharity.org). The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use this website. If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from submitting your personal data to us.

## Policy key definitions:

- "I", "our", "us", or "we" refer to the charity, Rubies.
- "you", "the user" refer to the person(s) using this website.
- GDPR means General Data Protection Act.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a user's computer or device.

## Key principles of GDPR:

Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.

# Processing of your personal data

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases: if we have your consent, for our legitimate interests or to meet our legal obligations.

We are registered with the ICO under the Data Protection Register and our registration number is: ZB318284

We collect and process the following information through our website:

- When you make an enquiry through our Chat/Contact form, we may collect your name, email address, your message to us and any other information you give to us.
- We use Google Analytics to collect anonymous data to monitor how our website is used. There is more information on this in the Internet Cookies section.
- We collect this information:
  - To provide you with information that you have requested about our charity.
  - To monitor and improve our website, through data analysis and anonymous statistical research.

Data retention period: We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.

Sharing your information: We do not share your information with third parties

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

# Your individual rights

Under the GDPR your rights are as follows.

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling. You also have the right to complain to the ICO [[www.ico.org.uk](http://www.ico.org.uk)] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

## Internet cookies

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant adverts or content, referred you to a third party website.

Some cookies are required to enjoy and use the full functionality of this website.

We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods, where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

Cookies that we use are;

- Google Analytics standard cookies

## Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

## Fair & Transparent Privacy Explained

We have provided some further explanations about user privacy and the way we use this website to help promote a transparent and honest user privacy methodology.

## Links & Tracking

Our website may contain links on some pages. These are typically served through our suppliers or are self served through our own means. We only use trusted partners who each have high standards of user privacy and security and they do not collect any personalised data through our website.

Your actions are usually recorded as a referral from our website by their cookies but no personal data is recorded in this process.

If you have any concerns about this we suggest you do not click on any links found throughout the website.