

Groundwork East's privacy notice – Website and Social Media

Introduction

This Privacy Notice was last updated on 03/05/2025

Groundwork East respects your privacy and is committed to protecting it through our compliance with this privacy notice. We are registered with, the Information Commissioner's Office (ICO).

In this privacy notice references to "Groundwork", "Groundwork East", "us", "we", "our", "the Trust" are to Groundwork East.

Please take some time to read this privacy notice before you use the website, engage with us on social media, or complete one of our surveys.

What information do we collect?

In order to provide you with information about our services, we may collect the following personal information.

This may include information:

- by which you may be personally identified, such as name, postal address, e-mail address, telephone number or medical information ("personal information")
- that is about you but individually does not identify you, such as online user I.D, and/or
- about your internet connection, the equipment you use to access our website and usage details.
- from our website, telephone conversations, emails, application forms and written communications.

We only collect information about you that we need for a legitimate business interest.

We use **cookies** on our website to collect standard internet log information and details of visitor behaviour patterns. This helps us to ensure that we can provide you with a good experience when you browse our website, it also allows us to improve our website and for our own market analysis.

Contacting us via **social media**: If you send us a private or direct message via social media, the message will not be stored outside of the applications, but it may be tracked by our secure CRM system. It will not be shared with any other organisations. Please read the applications terms and conditions and privacy notices.

How do we collect information about you?

We collect information:

- when you contact us for any reason
- when you set up an account on the website (for example to comment on blog posts)
- provided by you online, such as completing an online sign up form, or completing a survey
- when you interact with our advertising on social media
- automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses and information collected through **cookies**
- provided by you when you complete one of our surveys.

How do we use your information?

We use your information in various ways, such as to:

- provide you with information or services that you request from us
- send you marketing material, funding news or event invitations (you can opt out from this)

- contact you about volunteering opportunities (if you signed up for this specifically)
- keeping our records accurate and up to date
- create statistical information, market research, analysis, customer profiling to improve our services
- comply with any legal obligations we may have
- meet any other purpose for which you provided your information

Why and on which basis do we use your Personal Data?

We will rely on the appropriate legal bases under the UK GDPR or Data Protection Act for processing your personal data:

- To comply with our legal obligations
- We have a legitimate interest in doing so, including our interests in carrying out our work and providing our services
- Consent – in the case of marketing and medical information

How long do we keep your information for?

We will retain your Personal Data over the period required to comply with applicable laws and regulations or another period with regard to our operational requirements and as defined by our Data Protection Procedure Retention periods which can be accessed on request.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorised access, use, alteration and disclosure. This includes but is not limited to appropriate security measures like two factor authentication, encryption and firewalls and all data is stored in compliance with GDPR regulations. To protect your information from being accessed by unauthorised internal parties your personal information is stored in restricted access folders on our secure server.

Your rights and how you can exercise them

In accordance with the UK Data Protection Regulations, you have the following rights:

- To access: you can obtain information relating to the processing of your personal data, and a copy of such personal data.
- To inform: you have the right to be informed about the collection and use of your personal data
- To rectify: where you consider that your personal data are inaccurate or incomplete, you can require that such personal data be modified accordingly.
- To erase: you can require the deletion of your personal data, to the extent permitted by law.
- To restrict: you can request the restriction of the processing of your personal data.
- To object: you can object to the processing of your personal data, on grounds relating to your particular situation. You have the absolute right to object to the processing of your personal data for direct marketing purposes, which includes profiling related to such direct marketing.
- To withdraw your consent: where you have given your consent for the processing of your personal data, you have the right to withdraw your consent at any time.
- To data portability: where legally applicable, you have the right to have the personal data you have provided to us be returned to you or, where technically feasible, transferred to a third party.

- You can access the personal information we hold on you by writing to us at: Groundwork East, Mill Green, Hatfield, Hertfordshire AL9 5PE. Requests for access will be responded to within one month of receiving the request.
- We will ask you to provide proof of identity before we show you your personal information – this is so we can prevent unauthorised access.

Your right to stop us direct marketing to you

We are keen to improve our services and promote our work and we may send you information about our work, funding grants or event invitations, that we think may be of interest to you. You can amend your preferences by clicking the link at the bottom of emails sent to you.

Your right to make a complaint

You have a right to make a complaint to the Information Commissioner's Office (ICO): <https://ico.org.uk>

Changes to our Privacy Notice

We will update this privacy notice from time to time so you should check the Groundwork East website or ask the HR team to see the most up to date version.

Contact Information

To ask questions or comment about this privacy notice and our privacy practices, contact us.

You can write to us at:

Groundwork East
Mill Green
Hatfield
Hertfordshire
AL9 5PE