

## **Rowan Communications and General Data Protection Policy**

At Rowan we are committed to protecting and respecting your privacy.

### **Who are we?**

Rowan is a vibrant, independent, registered charity providing an arts centre and forest school for adults with learning disabilities. We develop the skills and potential of our students while improving their happiness, health, and wellbeing. Charity No: 1099555.

We may change our Communications and Data Protection Policy from time to time so please check this page occasionally to ensure that you are happy with any changes. If you have any questions regarding this policy and our privacy practices, you can contact us directly. Email: [info@rowanhumberstone.org.uk](mailto:info@rowanhumberstone.org.uk) / Telephone: 01223 566027 / Address: 40 Humberstone Road, Cambridge, CB7 1JG.

### **What is personal information?**

Your name, date of birth, address and postcode.

What other information may we hold?

- Name, address, email, telephone and date of birth
- Preference for communication
- Gift Aid information
- Information via fundraising sites such as Local Giving and JustGiving
- Bank Account Details
- Relationship with Rowan (for example: student, parent and / or carer, supporter)

### **Why might we need this information?**

By giving us your personal information, you have legally consented to be contacted by us for legitimate charity or business purposes unless stated otherwise in your preferences. We will hold only your personal information on our systems for as long as is necessary for the relevant activity.

### **How will this information be collected?**

Rowan has different points of data collection including:

- Via our website sign-up forms including when you donate or sign-up to receive newsletters
- At Rowan – you can sign-up through one of our members of staff
- Student artists – when a new student joins Rowan a student application is filled out online or in person
- At events - Rowan often is out at local events where you can sign-up to receive information from us
- Privacy notices will be in place at the point of sign-up along with Rowan's full Communications and Data Protection Policy. The privacy notice will provide an explanation at the point of data collection to what users can expect will happen to their data.

## How will your information be stored?

At Rowan we use a CRM called Donorfy to store our data on a safe server.

**Data Processor** - In the eyes of the GDPR, Donorfy are the Data Processor and Rowan, is the Data Controller. We have a comprehensive data processing agreement with Donorfy which sets their commitments and obligations as our data processor. This is updated from time to time in line with legislation and improvements. Your data is safe and sound in the Donorfy servers.

**Sensitive data** - Credentials such as passwords and API keys are strongly encrypted. Donorfy does not store any usable credit card or bank account details. Donorfy provides a host of features to enable Rowan to meet our obligations as a data controller, and to enable us to set and comply with data management policies.

Any personal information saved on Rowan's SharePoint is password protected. Any short-term hard copies are kept in a locked cabinet in a secured office.

## What will this information be used for?

Your information will be used for legitimate charity or business purposes in accordance to your preferences.

- News
- Events
- Fundraising
- Donations
- Campaigns
- Workshop activities / evening classes
- Selling of our goods and services
- Student contact
- Relationship outreach
- Student opportunities
- Volunteering opportunities
- Job opportunities
- Profiling

## How do we keep your information confidential?

At Rowan we follow strict policies and confidentially when dealing with your personal information.

### Our duty to you includes:

- Keeping your personal information secure, up to date and confidential
- Staff are trained on how to store and handle personal information
- Information is kept secure in a locked office and / or on a secure network

In most cases we only have the information you have shared with us. However, if you use fundraising services such as Local Giving, they may share information with us providing you have given them permission to do so.

### **Profiling**

We may use your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you.

### **16 or Under**

If you are aged 16 or under, please get your parent / guardian's permission beforehand when providing us with your personal information.

### **Will we share your information?**

No. We will not share your personal information with anyone.

### **Your choice**

At any time, you can change your contact preferences from us. To update your preferences, you can email us directly to [communications@rowanhumberstone.org.uk](mailto:communications@rowanhumberstone.org.uk) or if you receive information via email, you can change the preference by clicking 'Update Subscription Preferences'. At all times Rowan must hold contact information for our student artists. If you wish to change these contacts at any point, please let us know. If you ever wish to see your personal information you can contact us directly on [info@rowanhumberstone.org.uk](mailto:info@rowanhumberstone.org.uk).