



# PRIVACY POLICY

The Outward Bound Trust is an educational charity, everything we do is about working together with our customers and donors to have a positive impact on young people's lives. We are committed to keeping your personal data safe and secure, in accordance with the General Data Protection Regulation (GDPR). As a result, we've updated our Privacy Policy to make it more transparent and reflect the changes that come into effect from 25 May 2018.

This document explains why we collect your personal data, what we record, how it is used and stored, and what rights you have relating to it.

When we refer to 'fulfil our contract' with you in this privacy policy we mean; either the delivery of a course to you, the delivery of a course to those you have booked on behalf of, managing a donation you have given to us or managing a partnership you have with us.

## 1. WHAT INFORMATION DO WE COLLECT?

We only collect the personal data that we need to fulfil our contract with you and communicate with you. You provide us with your information when you purchase or sign-up to participate in one of our courses, by signing up to one of our events, by applying for funding or for a job with us, by donating or making a general enquiry to us.

You may give us your personal data by filling in forms on our website, by phone or otherwise by providing the information we request from you to fulfil our contract with you.

The personal data we hold will vary depending on our specific relationship with you.

### **The information we hold about you may include:**

- Name
- Postal address
- Telephone number
- Email address
- Booking/donation history
- Invoicing or Request for Donation information
- Your preferences on how to contact you
- Enquiries and feedback
- Interaction with our social media pages

### **Course participants personal data may also include:**

- Date of birth
- Next of kin
- Parental preferences for marketing communication
- Medical information required to participate in their course

## **2. HOW DO WE USE YOUR DATA?**

When we collect your personal data we aim to be clear about our reasons for doing so, and will only use it as you would reasonably expect.

Developing a better understanding of our customers and supporters through their personal data allows us to make better decisions about the courses and opportunities we offer, the way we distribute our bursaries to young people and how we might fundraise more effectively.

We will never sell your personal data and will only share it with organisations we work with to fulfil our contract with you.

### **2.1 Processing**

We require selected data from you to enable us to fulfil our contract with you; such as booking a course, processing a donation, participating in research, signing up to a newsletter, sharing a story or attending a fundraising event.

We may also combine information you provide to us with data made available from external sources to profile our customers and donors to better inform our work or target our communications.

We will do our best to keep your information up-to-date, please let us know if your details change.

### **2.2 Marketing and Communications**

From time to time, we will inform you of relevant news, events, activities or offers we think may be of interest to you.

We limit the number of marketing communications that we send, and we use profiling and segmentation to ensure communications are relevant and timely.

If you do not wish to receive information by post or email you can notify us to change any of your preferences at any time, using the contact details at the end of this policy.

### **2.3 Communicating with participants**

We may need to communicate with course participants who are under 18, to inform them of details relating to their upcoming course or to let them know of future courses that may be of interest to them.

We also hold sensitive personal data relating to our course participants, such as medical information, so they can participate safely in their course. It is important that if this information is provided by someone else on their behalf, the information provider should ensure the course participant is informed and aware of the information we keep and their rights relating to it under GDPR.

## **2.4 Selected third parties**

We will protect your personal data and will not pass it on or sell it to third parties. However, if asked by the police, or any other regulatory or government authority investigating suspected illegal activities, we may need to provide your personal data.

## **2.5 Sensitive personal data**

The General Data Protection Regulation 2018 defines 'sensitive personal data' as information about racial or ethnic origin, political opinions, religious beliefs or other similar beliefs, trade union membership, physical or mental health, sexual life, and criminal allegations, proceedings or convictions.

We may ask you to provide sensitive personal data, such as details relating to physical and mental health, to ensure the safety and well-being of participants on their course. As with all the personal information we hold, this data is dealt with sensitively and is stored with restricted access.

We will not keep sensitive personal data longer than is appropriate, taking account of our other legal and insurance related responsibilities and commitments.

## **2.6 You're in control**

Unless you ask us not to, we will tell you about relevant product information, upcoming offers on courses, appropriate funding/bursary that is available, events or opportunities to support or engage with us. You can opt out from these communications at any time and each communication will provide you with information on how to do this.

Please note, if you have opted out of marketing communications, we will still get in contact with you where you have an upcoming or recent booking or where you have made or are planning to make a donation.

## **3. HOW WE STORE YOUR DATA**

The security of your personal data is very important to us. Your personal data is held and processed on The Outward Bound Trust's computerised and manual systems, using third party software for certain applications.

Some of the data that we collect from you may be transferred to, and stored at, a location outside the European Economic Area ("EEA"). For instance, we use Mailchimp, based in the USA, to send marketing emails. We regularly monitor the third party software that we use and ensure that they comply with GDPR regulations, and the EU-U.S. Privacy Shield Framework.

## **4. CHANGES TO THIS POLICY**

We may change this policy from time to time. If we make any significant changes in the way how we process your personal data, we will make this clear on our website or contact you directly where the changes relate specifically to you.

## 5. YOUR RIGHTS

You have the following rights relating to your personal data.

- The right to request a copy of personal information held about you
- The right to request any inaccuracies be corrected
- The right to request us to stop processing your personal data
- The right to lodge a complaint with the Information Commissioner's Office or Fundraising Regulator

## 6. CONTACT US

Please contact us if you have any questions about this policy, or would like us to remove you from any communications or data processing activities.

Telephone: 01931 740 000

Email: [enquiries@outwardbound.org.uk](mailto:enquiries@outwardbound.org.uk)

Address: The Outward Bound Trust, Hackthorpe Hall, Hackthorpe, Penrith, Cumbria.

The Outward Bound Trust is a registered charity in England and Wales (1128090) and in Scotland (SC040341) and a company limited by guarantee (6748835).

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