



**THE
OUTWARD
BOUND TRUST**

PRIVACY STATEMENT

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.

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, and to meet all the requirements of the General Data Protection Regulation (GDPR), the Data Protection Act 2018 and any other laws that might apply.

We keep this Privacy Statement up to date to help you understand what we do with your personal data. This is version 2.0 of this document, and we last updated it on 10/12/2018 09:53:26.

When we refer to 'fulfil our contract' with you in this Privacy Statement 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 to us, by using our website, or by 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

Data we collect when you use our website



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When you use our website, our systems will collect information where available including your IP address, operating system and browser type, for system administration and marketing purposes. This is statistical data about our users' browsing actions and patterns and we will not use it to identify any individual unless you have given us your personal details through another action on our site, like filling in a contact form.

For the same reason, we may obtain information about your general internet usage by using a "cookie" file. Cookies contain information that is transferred to your device's hard drive or memory. They help us to improve our site and to deliver a better and more personalised service. They enable us to:

- Estimate our audience size and usage pattern;
- Store information about your preferences, and so allow us to customise our site according to your individual interests;
- Speed up your searches; and
- Recognise you when you return to our site.

When visiting our site, you are given the opportunity to accept or refuse these cookies. You may also refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies.

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 we 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.

Sometimes we use publicly available data to help us make contact with you if you aren't yet a donor or client. This is in line with our legitimate interests as a charity working with young people, and you can opt out of this communication at any time.

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



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From time to time, we may inform you of relevant news, events, activities or offers we think may be of interest to you. This is in line with our legitimate interests as a charity working with young people. You can opt out of receiving these messages whenever you like.

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, phone, text 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, that person should ensure the course participant is informed and aware of the information we keep and their rights relating to it.

2.4 Selected third parties

We will protect your personal data and will never sell it to anyone. We might need to share your personal data with one or more of our suppliers to complete specific tasks. For example, this could be to ensure that you aren't served food that you're allergic to, or to send you an email newsletter. Our contracts with our suppliers require them to keep your data secure. 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

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 may 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



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The security of your personal data is very important to us. We hold and process your personal data on The Outward Bound Trust's computer and paper systems, sometimes using our supplier's systems for certain tasks.

Some of the data that we collect from or about you may occasionally be electronically transferred to, and stored at, a location outside the European Economic Area ("EEA"). For instance, we sometimes use Mailchimp, based in the USA, to send marketing emails. We regularly monitor the suppliers that we use and ensure that they comply with GDPR regulations and the EU-U.S. Privacy Shield Framework. We always retain overall control of your data.

4. CHANGES TO THIS STATEMENT

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

The latest approved version of this policy will always be available on our website.

Changes to this policy since the previous version include: adding information on the document version; simplifying and clarifying some sentences; adding examples of when we might need to share some of your data with our suppliers; adding information about when we rely on our legitimate interests as a basis for using your data.

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, would like us to remove you from any communications or data processing activities, or if you would like to exercise any of your personal data rights.

Telephone: 01931 740 000

Email: 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).