

# **Data Protection Policy**

## **Privacy Policy**

Precious Lives is committed to safeguarding your privacy. The Following policy details how your personal information will be collected and treated when communicating with us.

## **Data Collection**

Precious Lives collect customer information in several ways

- Data returned to Precious Lives from direct mail activity, and supplied at conference events will be collected and entered into the Precious Lives contacts database.
- Data from web site enquiries will be used for promotional mailings.

## **Data Use**

Data held within the Precious Lives contacts database may, from time to time, be used to communicate information regarding products and about Precious Lives work.

Only Precious Lives staff will communicate this information using email, fax, direct mail or telephone.

Precious Lives never sells, rents, or gives away information that personally identifies customers to third parties except where agents working on behalf of Precious Lives require provision of such information as essential part of the service requirement.

In addition, Precious Lives may disclose user information when we believe in good faith that the law requires it.

Specific Precious Lives projects may use customer information of those involved in these projects, in the form of data surveys.

## **Data Access**

Only Precious Lives employees will have access to stored information.

Access to input and edit customer information is limited to a small number of individuals who hold responsibility for maintenance and security of the data.

Any telephone enquiries from customers or other individuals regarding data held in the Precious Lives contacts database will be vetted to ensure as far as possible that the enquirer has a legitimate reason for requesting data before data will be disclosed.

## **Data Security**

The need to ensure that data is kept securely means that precautions are taken against physical loss or damage, and that both access and disclosure must be restricted.

## **Removal of Data**

The Precious Lives customer database is used to distribute promotional material and appropriate information and updates to those expressing an interest in Precious Lives and projects ongoing.

In each of these communications we will endeavour to include a feedback mechanism that will allow correction, addition, amendment of data or the suppression of data for use in any future activities.

Any individual advising Precious Lives that they wish to have data removed or suppressed should be made aware that this will be done within 14 days of receipt of the request.

Date Implemented: 20 <sup>th</sup> March	Future Review Dates			Notes
	2011	2012	2013	
Date to reviewed	June	June	June	
Date approved By Trustees				