



MACS Privacy Policy

Table of contents

1. Policy Statement
2. Who is covered by this Policy?
3. Who is Responsible for This Policy?
4. Data We Collect
5. Why We Collect Data
6. How We Collect and Store Data
7. How Do We Secure Your Data
8. Disclosure of Your Personal Data
9. Who Has Access to the Data We Hold
10. Cookies
11. Your Rights
12. What Consent Means
13. Aged 18 and Under
14. Accuracy of data
15. Changes to Policy
16. Social Media
17. Other Websites
18. Review and revision of the policy

1. Policy Statement

1.1 This Privacy Policy outlines the guidelines and expectations for the responsible and ethical use of data collected by MACS.

1.2 The purpose of this policy is to ensure that all individuals associated with MACS, including employees, members, supporters, volunteers, and other stakeholders are informed on how MACS will use and obtain permissions to use data, as well as MACS' policy on storing data.



1.3 All data is collected and used in line with the General Data Protection Regulations (GDPR) and MACS' own Data Protection Policy.

2. Who is covered by this Policy?

2.1 This policy refers to all individuals registering for and using MACS' services, as well as accessing MACS' website and other online platforms.

3. Who is Responsible for This Policy?

3.1 MACS' Privacy Officer is responsible for ensuring compliance with UK GDPR and with this policy.

3.2 While MACS asks all managers to work with the Privacy Officer to make sure this policy is complied with; its successful operation also depends on MACS staff. MACS employees are all required to take the time to read and understand it, and to go back to the Privacy Officer or their line manager with any questions you may have. References to Directors in this policy mean the most senior people within the organisation.

4. Data We Collect

4.1. Personal Information: We may collect personal information, including but not limited to, names, addresses, email addresses, phone numbers, and other relevant details when you voluntarily provide them through our website, events, or other interactions.

4.2. Non-Personal Information: We may collect non-personal information, such as browser information, IP addresses, and other technical data to enhance the functionality of our website and improve user experience.

5. Why We Collect Data

5.1 We only collect personal details needed to fulfil the service you expect from MACS, in accordance with justifications stated in GDPR. Depending on the service you receive, the information required may include data that will allow us to:

- a. Provide you with the services, products or information you asked for
- b. Perform administration of the service MACS is providing to you.



- c. Communicate with you regarding MACS fundraising and campaigns.
- d. Participate in surveys and research (although this is voluntary).
- e. Deliver goods ordered through our online shop.
- f. Improve the service we offer
- g. Process your donation or to support your fundraising, including processing gift aid
- h. Invite you to events
- i. Keep a record of your relationship with us
- j. Ensure we know how you prefer to be contacted
- k. Keep record, such as those needed for the management of feedback or complaints
- l. Store information where it is required or authorised by law

5.2 We will use your information (personal or otherwise) to provide you with the services, products or information you have requested. We may need to share your information with our service providers, associated organisations and agents for these purposes.

5.3 Some data we collect is used in aggregate (and therefore anonymously) to monitor the use of our website and to research our users' behaviour, demographics and interests. This allows us to gain a better understanding of how our users navigate and use the website and, therefore, improve our service to you.

5.4 We may use your data for statistical reports. These statistics will not include any information that could be used to identify any individual.

6. How We Collect and Store Data

6.1 We collect information about you in the following ways:

- a. Directly – You may give us your information in order to become a member, sign up for one of our events, tell us your story, make a donation, purchase our products or communicate with us.
- b. Indirectly – Your information may be shared with us by independent event organisers, for example the London Marathon or sites like Just Giving or Virgin Money Giving. These independent third parties will only do so when you have indicated with your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

6.2 When we collect information as you use our website, we use “cookies” to help us make our site, and your experience using it, better. There are more details on cookies in section 10.



6.3 If you do nothing other than read pages or download information while using the MACS web site, we may collect information about your visit. This information will not personally identify you. It relates to:

- a. the Internet domain and IP address from which you access the web site
- b. the type of browser and operating system you use
- c. the date and time of your visit
- d. demographic and interest information from Google
- e. the pages you visit
- f. the address of the website from which you linked to us (if applicable)

6.4 The type of data we collect depends on what aspect of our service you would like to access or what product you are purchasing and will only be mandatory to the extent that we need in order to provide that service or product.

7. How Do We Secure Your Data

7.1 The website is built in Wordpress, using Woocommerce as the shop plugin and uses Google analytics. We use Microsoft Office 365 products, which are multi-tenant cloud services, for our internal office use. This means that internal documents and information which are generated by MACS are stored in cloud services which are hosted within the European Economic Area (EEA).

7.2 We take appropriate measures to ensure that the information disclosed to us is kept secure, accurate and up to date and kept only for so long as is necessary for the purpose for which it is used.

7.3 All payments are processed through PayPal and, as such, your data and privacy relationship is directly with PayPal even when their service is used to purchase MACS products.

8. Disclosure of Your Personal Data

8.1 We will not, without your consent, supply any of your personal data to any third party – except where:

- a. The transfer is to a secure data processor, which carries out data processing operations on our behalf.
- b. We are required to do so by law enforcement or regulatory bodies where this is required or allowed under the relevant legislation.

8.2 We reserve the right to share your personal information if we are legally obliged to and to enable us to apply our terms and conditions and other agreements. This



includes exchanging information with other organisations for fraud and credit risk reduction and for police investigations.

9. Who Has Access to the Data We Hold

We may use a third-party company to manage mailing for fundraising appeals, campaigns, conduct research surveys or storage of your personal information on our behalf. We actively screen these companies to maximise the protection of your privacy and security and ensure that they are GDPR compliant.

10. Cookies

10.1 MACS uses cookies to monitor the usage of our website.

10.2 A cookie is a small text file we pass to your computer's hard disk through your web browser so the website remembers who you are when you return. It also tracks statistics such as how you arrived at the site, your time of arrival, the pages that you looked at and how long you stayed on the website.

10.3 Our website uses Google Analytics, a service provided by Google Inc that uses cookies to help the website analyse how users use this site. The cookie will generate information about your use of the website, and this along with your IP address will be stored on servers by Google, Inc.

10.4 This information is retained and may be used for the purposes of evaluating and compiling reports on website activity and for other services relating to internet usage. This information may be transferred to third parties by Google, Inc where required to do so by law, or where such third parties process the information on their behalf. Your IP address will not be associated with any other data held by Google, Inc.

10.4 If you want to prevent our cookies being stored on your computer in future, you may do so by referring to your internet browser's instructions. You can do this by clicking on the "Help" menu. Please note however that if you disable our cookies you may not be able to access certain services or facilities on our sites and your use of our sites may be restricted. Further information on deleting or controlling cookies is available at www.AboutCookies.org

11. Your Rights

11.1 You have the right under GDPR to:

- a. request a copy of the information we hold about you;
- b. update or amend the information we hold about you if it is wrong;



- c. change your communication preferences at any time;
- d. ask us to remove your personal information from our records;
- e. object to the processing of your information for marketing purposes; or
- f. raise a concern or complaint about the way in which your information is being used

11.2 If requested, we will supply any information you ask for that we hold about you as soon as possible, but this may take up to 40 days. We will not charge you for this. You will be asked for proof of identity as the person dealing with your request may not be the staff member you have met before. We need to be sure we are only releasing your personal data to you.

11.3 This is called a data subject access and can be done via:

- a. Emailing enquires@macs.org.uk
- b. Writing to MACS (Microphthalmia, Anophthalmia & Coloboma Support), 71-75 Shelton Street, London, WC2H 9JQ

11.4 Additionally, if you believe that any of the personal information held or processed by us is incorrect then please contact us using the information above.

11.5 Please ensure that you provide a contact name and address when making your request. It will be helpful to us and speed up the processing of your request if you could be as specific as possible about the information you require. However, you don't have to state why you want the information.

11.6 Copies of information held about a child who has used the website can only be requested by that child or a person with parental responsibility for that child.

12. What Consent Means

12.1 By providing us with your personal data, including sensitive personal data such as on your health, you consent to the collection and use of any information you provide in accordance with the purposes stated when giving consent and in this privacy statement.

13. Aged 18 and Under

13.1 If you are aged 18 or under, please get your parent/guardian's permission beforehand whenever you provide personal information to the MACS website.

13.2 Users without this consent are not allowed to provide us with personal information.



14. Accuracy of data

14.1 We aim to ensure that all information we hold about you is accurate and, where necessary, kept up to date. If any of the information we hold about you is inaccurate and either you advise us or we become aware from public available sources, such as The Royal Mail change of address, or are otherwise notified by a relative, we will ensure it is amended and updated as soon as possible.

14.2 If your personal details change, please help us to keep your information up to date by notifying us via mail or emailing enquires@macs.org.uk

15. Changes to Policy

15.1 We reserve the right, at our sole discretion, to modify, add or remove sections of this Privacy Policy at any time and any changes will be notified to you using the e-mail address you have given us or by an announcement on this site. Your continued use of this site, following the posting of changes to these terms, will mean you accept these changes.

16. Social Media

16.1 If you share our content through social media via our third-party functionality, that allows you to post content to your social media account/s, please note that any information that you provide through the use of this functionality is governed by the applicable third party's privacy policy and not by this privacy policy.

16.2 MACS is not responsible for the collection and practices of other organisations, such as Facebook, Twitter, Google+ or any social media platform provider. Any personal information you disclose to other organisations through our social media pages and icons on our website is not our responsibility.

17. Other Websites

17.1 Our website contains links to other web sites belonging to third parties and we reserve the right to participate in social networking sites including but not limited to You Tube and Facebook as regularly as we choose.

17.2 We reserve the right to include content from sites including but not limited to You Tube & Facebook. We do not control the privacy practices of these other



sites. You should therefore make sure when you leave our site that you have read that site's privacy policy.

18. Review and revision of the policy

This policy will be periodically reviewed and updated to ensure its effectiveness and relevance.

By adhering to this policy, MACS aims to create a safe and supportive environment for all participants during its events. Participants are encouraged to familiarise themselves with this policy and reach out to MACS staff with any concerns or questions.

Review log:

Date	Person responsible	Note of amendments	Approved by
January 2025	Amy Francombe, Director of Charity Development 	Annual review of policies. No changes made.	Teresa Gordon, Chair of Trustees and Acting CEO 
March 2024	Amy Francombe, Director of Charity Development 	Reviewed. No fundamental changes made but a lot of wording and formatting changes needed. See previous version here to compare.	Teresa Gordon, Chair of Trustees and Acting CEO  July 2024