

Elders for Social Entrepreneurship: Privacy Policy (the “Policy”)

Elders for Social Entrepreneurship is a registered charity in England and Wales. Charity Commission Number 1196281 and Companies House registration number CE026999 with a registered office at The Old Vicarage, Daventry Road, Norton, Daventry, Northamptonshire, NN11 2ND (“**ESE**”), and for the purpose of applicable data protection laws, we are the data controller. We are committed to protecting and respecting the privacy of our data subjects.

This Policy sets out the basis on which we will process any personal data or usage information we collect from our data subjects, or that they provide to us, in connection with their use of our website at <https://www.elderscouncil.net/> (our “**Website**”) and in connection with the services we provide to our members and/or users (together, the “**Services**”).

Please read this Policy carefully so that you understand your rights in relation to your personal data, and how we will collect, use and process your personal data. This Policy supplements any other privacy related notices and policies we may provide to you from time to time, and is not intended to override them. If you do not agree with this Policy in general or any part of it, you should not access the Website, use our Services or otherwise provide your information to us.

Our Website and Services are not intended for children, and we do not knowingly collect data relating to children. Children must not use the Services, except where their parent or guardian has provided consent, if this option is available in your location.

We change our Policy from time to time. Updates to our Policy will apply only to information collected after the date of the change. We will note on our Website when our Policy has been updated. Please check the Website regularly for notices of changes to our Policy.

What data do we collect?

- Personal identification information (first name, last name, email address, organisation, organisation website and information submitted in the ‘Tell us about yourself’ section of our membership form). This information is required to enable us to fulfil our contract with you. If you do not provide this information, we will not be able to provide you with our services.
- If you are an attendee or presenter at one of our webinars please note that we record some events and all presenters will have their image and audio captured in the recording. If you are an attendee you may have the option of sharing your image and audio during the session. If you choose to do so, this will also be captured in the recording. If you choose to interact with the Q&A for the event your comments may be published to others at the event and will also form part of the recording. If an event is being recorded we will always notify you in advance.

How do we collect your data?

You directly provide the charity with most of the data we collect. We collect data and process data when you:

- Apply to be a member via the membership form
- When you sign up to our mailing list

- When you contact us via a contact form through our or another website
- When you email us directly
- Voluntarily complete a member's survey or provide feedback on any of our webinar chat boards or via email
- Use or view our Website via your browser's cookies
- When you interact with one of our marketing emails including information you provide and also through cookies and other tracking technologies
- Present or attend one of our webinars

Please see 'How will we use your data?' and 'How will we store your data?' below for more information.

Third Parties

ESE will also receive your data when you register for an online event, via Zoom or Eventbrite.

You may register through our Website, one of our newsletters/emails or through the website/newsletter/email of organisations that promote ESE's activities and services. These include (but not exclusively) Ashoka, Skoll, Schwab, Catalyst and The Wellbeing Project.

How will we use your data?

We process your personal data in order to perform our contract with you, such as:

- provide you with our Services, other content and Website functionality;
- register and maintain your account with us

We obtain your consent to process your personal data for the following reasons:

- sign you up for our newsletters or alerts;
- personalise our services for you; and
- if you opted into marketing, to communicate with you about products, services, marketing, promotions, events and other news and information we think will be of interest to you.

In order to be responsive to you, to provide effective services to you, and to maintain our business relationship, as a matter of our legitimate interests, we will use your personal data to:

- maintain the safety and security of our users, the Website, our Services, and business;
- send you announcements in relation to security, privacy or administrative related communications (these communications are not marketing orientated, and we do not rely on consent, so you may not opt out);

- personalize our Website and our Services to ensure content is presented in the most effective manner for you and your device; and
- improve and develop our products.

In addition, we will use some or all of the above information to comply with any applicable legal obligations, to enforce any applicable terms and conditions and/ or terms of service, and to protect or defend the Services, our rights, the rights of our users, or others.

How will we share your data?

We do not use or share your personal data with others except as described in this Policy. In certain circumstances, we will share your information with third parties with your consent, as necessary, or as otherwise required or permitted by law. Specifically, we share your personal data:

- **With service providers and vendors for business purposes in our legitimate interests, or to perform a contract with you.** Such third parties include: (i) data analytics vendors; (ii) security vendors; and (iii) website hosting vendors. These service providers assist us with many different functions and tasks, such as providing data storage and disaster recovery services and communicating with you. For more information, please see “Service Providers” below.
- **With our network.** We may share your personal data with our network (contacts, partners or members) for the purpose of providing services to you, providing introductions for you or providing you with information.
- **With professional advisors, in our legitimate interests or as required by law.** As necessary, we will share your personal data with professional advisors functioning as service providers such as auditors, law firms, or accounting firms.
- **For legal and security reasons and to protect our services and business, in our legitimate interests or as required by law.** We will share your personal data with regulators, law enforcement agencies, public authorities, or any other relevant organisations: (i) in response to a legal obligation; (ii) if we have determined that it is necessary to share your personal data to comply with applicable law or any obligations thereunder, including cooperation with law enforcement, judicial orders, and regulatory inquiries; (iii) to protect the interests of, and ensure the safety and security, of us, our users, a third party or the public; (iv) to exercise or defend legal claims; and (v) to enforce our terms and conditions, other applicable terms of service, or other agreements.
- **In connection with an asset sale or purchase, a share sale, purchase or merger, bankruptcy, or other business transaction or re-organisation, in our legitimate interests.** We will share your personal data with a prospective buyer, seller, new owner, or other relevant third party as necessary while negotiating or in relation to a change of corporate control such as a restructuring, merger, or sale of our assets.

Service Providers

- On our behalf, MailChimp collects data about your interaction with our marketing emails/surveys to try and help us understand how many people are opening the emails, how many people are

clicking links in the emails etc, this may include dates and times you access our emails, which emails are opened, and how you respond to surveys etc. This information helps us understand if (and which parts of) our marketing emails are of interest and are providing value to our mailing list.

- On our behalf, Squarespace collects data through the use of cookies. Some of these cookies are to allow our Website to function correctly and some are used for analytics (so we can track the use of our Website helping us understand which pages are used most and perhaps the user journey so we can improve our site/content based on these findings. For more information, please see Squarespace use of cookies page - [How Squarespace uses cookies](#).

How do we store your data?

ESE securely stores your data through MailChimp, the ESE for Social Entrepreneurs Microsoft 365 accounts/software and our Zoom account.

The personal data that we collect from you will be transferred to, and stored at/processed in countries outside the European Economic Area (“**EEA**”) and the United Kingdom (“**UK**”). Your personal data is also processed by staff operating outside the EEA and the UK who work for us or one of our third party service providers or partners. We will take all steps reasonably necessary to ensure that your personal data is treated securely and in accordance with this Policy.

For any transfers of data outside the EEA or the UK, the data transfer will be to a country that has been determined by the European Commission or the relevant UK authorities, as applicable, to provide an adequate level of protection for individuals’ rights and freedoms for their personal data.

To learn more about MailChimp data storage and cookies please see [MailChimp Privacy Policy](#) and [MailChimp Cookies Statement](#).

How long do we store your personal data?

We will retain your personal data as follows:

- your account data for as long as you keep your account open or as needed to provide you with our Services; and
- if you contact us, we will keep your data for 1 month after you contact us.

We will also retain and use your personal data to the extent necessary to comply with our legal obligations, resolve disputes and enforce our terms and conditions, other applicable terms of service, and our policies. If you stop using our Services or if you delete your account with us, we will store your information in an aggregated and anonymised format; we may use this information indefinitely without further notice to you.

Security

Although we do our best to protect your personal data, we cannot guarantee the security of your information transmitted through the Website or over email, text/SMS, or instant chat; any transmission is at your own risk.

What are your data protection rights?

ESE would like to make sure you are fully aware of all of your data protection rights. If you are located in the EEA or the UK, you have certain rights in relation to your personal data:

- The right to access – You have the right to access personal data we hold about you, how we use it, and who we share it with.
- The right to rectification – You have the right to request that ESE correct any information you believe is inaccurate. You also have the right to request ESE to complete the information you believe is incomplete.
- The right to erasure – In certain circumstances, you have the right to request that ESE erase your personal data.
- The right to restrict processing – You have the right to request that ESE restrict the processing of your personal data, under certain conditions.
- The right to object to processing – You have the right to object to ESE's processing of your personal data, under certain conditions.
- The right to object to marketing – You have the right to object to marketing at any time by contacting us at info@elderscouncil.net
- The right to data portability – You have the right to request that ESE transfer the data that we have collected to another organisation, or directly to you, under certain conditions.
- The right to withdraw consent – Where we rely on consent to process personal data, you have the right to withdraw this consent at any time by contacting us at info@elderscouncil.net

Please note that a number of these rights only apply in certain circumstances, and all of these rights may be limited by law. For example, where fulfilling their request would adversely affect other individuals or our trade secrets or intellectual property, where there are overriding public interests or where we are required by law to retain your personal data.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please:

Email us at: info@elderscouncil.net

Call us at: 07880 736 126

Or write to us at:

The Old Vicarage,
Daventry Road,
Norton, Daventry,
Northamptonshire,
NN11 2ND.

Third party links

Our Website may contain links to other online platforms, plug-ins or other applications operated by third parties. We do not control such other sites or applications, and are not responsible for their content, their privacy policies, or their use of your information. Information you provide on public or semi-public venues, including information you share on third-party social networking platforms, may also be viewable by other users of the Website and/or users of those third-party online platforms without limitation as to its use by us or by a third party. Our inclusion of such links does not, by itself, imply any endorsement of the content on such platforms or of their owners or operators except as disclosed on the Website. We expressly disclaim any and all liability for the actions of third parties, including but without limitation to actions relating to the use and/or disclosure of personal data by third parties. Any information submitted by you directly to these third parties is subject to that third party's privacy policy.

Language

Except as otherwise prescribed by applicable law, in the event of any inconsistency between the English language version and local language version of this Privacy Policy, the English language version will prevail.

Cookies

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our Website, we may collect information from you automatically through cookies or similar technology. For further information, visit allaboutcookies.org

How do we use cookies?

ESE uses cookies in a range of ways to improve your experience on our Website, including:

- Understanding how you use our Website
- Understanding which pages receive most engagement

What types of cookies and other tracking technology do we use?

There are a number of different types of cookies, however, our Website uses:

- **Functionality** – ESE uses these cookies so that we recognize you on our Website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising** – ESE uses these cookies to collect information about your visit to our Website, the content you viewed, the links you followed and information about your browser, device, and your IP address.
- **We send out emails using MailChimp.** They 'automatically place single pixel gifs, also known as web beacons, in every email sent by [us].' This is so we can understand what you were most interested in, in our emails.

More detail: 'These... enable [them and us] to recognize when [you] have opened an email or clicked certain links. These technologies record [your] email address, IP address, date, and time associated with each open and click for a campaign. [They] use this data to create reports for us about how an email campaign performed and what actions you took.'

How to manage cookies.

You can set your browser not to accept cookies, and allaboutcookies.org should tell you how to remove cookies from your browser.

Privacy policies of other websites.

Our Website contains links to other websites. Our Policy applies only to our Website, so if you click on a link to another website, you should read their privacy policy.

Changes to our privacy notice.

ESE keeps the Policy under review and places any updates in this document, shown at the footer of our Website. This privacy notice was last updated on 22 January 2022.

How to contact us.

If you have any questions about our Policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: info@elderscouncil.net

Call us at: 07880 736 126

Or write to us at:

The Old Vicarage,
Daventry Road,
Norton, Daventry,
Northamptonshire,
NN11 2ND.

How to contact the appropriate authority.

If you would like more information about the data we collect or about cookies we use, please contact us at info@elderscouncil.net

Should you wish to report a complaint or if you feel that ESE has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

Website: <https://ico.org.uk>

Address:

Information Commissioner's Office
Wycliffe House
Water Lane, Wilmslow
Cheshire, SK9 5AF

Telephone: 0303 123 1113