



Privacy Notice - Made In Hackney

Partial Update: 21st July 2023

Introduction

At Made In Hackney we value the trust and confidence of our visitors to our web site. We will never sell, rent or trade your personal data with other charities, companies and businesses. In this Privacy Notice we've provided information about when and why we collect your personal information, how we use it, the very limited conditions we may disclose it to others (such as a legal child or adult protection issue), and how we keep it secure. Read on to find out more.

About Google Analytics

At Made In Hackney we do not collect any unnecessary data about you. When someone visits www.madeinhackney.org we use a third party service, Google Analytics, to collect basic internet log information and details of visitor behaviour patterns e.g. what you looked at on our web site. We do this to ensure we're providing the sort of content you most want and by knowing the numbers as to how many people have visited which page – this gives us a great indication as to which of our services there's the most demand for – so we can do more of it. This information is only processed in a way which does not identify anyone individually. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

Our Mailing List

We have a mailing list for our e-newsletters which we use to send out information about all aspects of our programme – be it classes, courses, events, campaigns or special supporter discounts. We collect personal information to add people to this list which we use to tell you about the events you've told us you'd like to hear about, to contact you if we need to obtain additional information, to check our records are up to date and to check you're happy with our communications. We never rent, sell or trade email lists with other organisations or businesses.

Our mailing list is held and managed via a third party newsletter service provider called MailChimp and in Salesforce, our cloud based customer relationship management system (CRM). You can read their Privacy Notice here. <https://mailchimp.com/legal/privacy/> and here: <https://www.salesforce.com/uk/company/privacy/>

To improve our newsletters and communications we gather statistics about email opening and clicks using industry standard technologies to help us monitor and improve our e-communications. You can Unsubscribe or change your preference settings at any time by clicking the unsubscribe link at the bottom of our MAILCHIMP emails, or, if replying to an email from a member of our team you can reply UNSUBSCRIBE or OPT OUT and they will remove you from our data base.

Ticketing Data

When you purchase a ticket (or tickets) for a Made In Hackney event you will do this through an online event promotion platform we use which are Billetto. You can read their privacy policies here: <https://billetto.co.uk/pages/terms>

When you purchase a ticket on this platform you will be asked for personal information such as name, contact details, age and whether you have any food allergies, medical conditions or additional requirements we need to know about to ensure you can participate fully and safely in our programme. If provided by the platform (such as in the case of Billetto) we then use your details to send you information about the event you have booked such as a reminder message, recipes you will make in the class and any other necessary information. We also send thankyou emails after the event. If you are purchasing a ticket via Funzing we message you via their platform and we do not have access to your personal data. However this prevents us from sending you recipes in advance of a class as the platform does not offer this function. We will ask you in our communications about the event you have booked onto whether you would like to receive our e-newsletters and will only add your details to this data base with your consent.

Sending Anonymised Information To Funders

As a charity we are obligated to report to our funders and contract providers about the impact of our work. In practice this means we provide anonymised data about our attendance numbers, equal opportunities data, evaluation results and any other data requested by the funder specific to that programme such as employment status, disability status or area of residence. This data is provided anonymously, in group form e.g. data of an entire programme cohort as opposed to one participant, and there is no way of identifying you from the information we share with these organisations.

Access To Your Personal Information

You have the right to view, amend or delete the personal information we hold about you. You can email your request to our Data Protection Officer Bianca Stewart dataprotection@madeinhackney.org. Our Data Protection Officer is a volunteer who sits on our Board Of Trustees so please allow a few days for them to answer your email.

Changes To This Privacy Notice

This Privacy Notice was partially updated on 21.07.2023. We aim to review this policy annually and make any necessary changes to ensure it is up to date and is a true reflection of our operation and practices.