

## Privacy Notice

### Information you share with us

The information you share with us can be used for The Waterfall Trust operational purposes. The Waterfall Trust is not in the business of selling information about you. This notice tells you what information we collect, steps we take to protect and secure it, how we use and share the information, and finally, how you can contact us with questions or concerns.

### Information we gather

The Waterfall Trust:

- Collects personal information when you get in contact with us and when you post content on the media platforms.
- May combine information about you that we have with information we obtain from others.
- May also collect information about your transactions with us. This information might include information necessary to process payments due to us from you such as your credit card number, or gift aid declarations.
- Uses Google Analytics to analyse how visitors to our website use it and so that we can make it useful and relevant. You can read a separate privacy policy for Google Analytics [on their website »](#)
- Uses information for the following general purposes: products and services provision, billing, identification and authentication, services improvement, contact and research.
- May gather information that you tell us about yourself for our operational records or as a Waterfall Trust member. We will do this in line with our Data Protection Policy.
- Will process personal data relating to those who work or volunteer within The Waterfall Trust as appropriate in line with Data Protection legislation. This is for safer recruitment purposes and to assist in the running of the charity and/or to enable individuals to be paid. This personal data includes identifiers such as names and National Insurance numbers and sensitive personal data such as criminal records, employment contracts and remuneration details, qualifications and absence information. For roles where it is appropriate, we will require individuals to apply for a DBS disclosure. Once complete we will store the details in line with the Waterfall Trust Data Protection policy.

### Information use, sharing and disclosure

The Waterfall Trust does not share personal information we learn about you from your use of the Service or our website except as described in this policy. We do not share your information with unrelated third parties for their direct marketing purposes.

The Waterfall Trust may use or share your personal information where it is necessary for us to complete a transaction, to operate or improve The Waterfall Trust and related products and services, to do something that you have asked us to do, or tell you of products and services that we think may be of interest.

Where you are contacted with information, an offer or service based on information you have shared with us, we will do our best to provide you with an opportunity to opt-out of receiving such further communications at the time you are contacted.

When you post a message, the identity that you are posting under may be visible to other users.

When you post a message on the website, you have the ability to post a message which may include personally identifiable information about you.



If you post personal information online that is accessible to the public, through our website or social media, you may receive unsolicited messages from other parties in return.

The Waterfall Trust does or may share personally identifiable information about you under the following circumstances:

- In the course of operating it may be necessary or appropriate for us to provide access to your personal information to others such as other service providers, so that we can operate the Service.
- We may share your personal information if we believe it is necessary in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of The Waterfall Trust policies, or as otherwise required by law.

If there is ever a change to how The Waterfall Trust uses or intends to use personal information, we will post that change to this policy.

#### How we use Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Generally speaking, cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually [modify your browser setting to decline cookies](#) if you prefer. This may prevent you from taking full advantage of the website.

There are two types of cookie you may encounter when using our website:

#### First party cookies

These are our own cookies, controlled by us and used to provide information about usage of our site.

Name	Purpose	Typical Content	Expires
ci_session	Authentication session to preserve any sign ins and other changes you might have made during your visit to this site.	Hashed (encrypted) data referring to your unique visit. No personal information unless signed in.	On exit
cookie_notice	Used to suppress the cookie notice once the user opts to hide it	"Yes"	31 days, updated with each visit

Name	Purpose	Typical Content	Expires
prefixed with X-Mapping-	Set by our webserver to manage content delivery on cloud based servers	Information about which server is providing content to the user	On exit

### Third party cookies

These are cookies found in other companies' internet tools which we are using to enhance our site. For example, Facebook or Twitter have their own cookies, which are controlled by them.

Provider	Name	Purpose	More Info.
Google Analytics	Multiple cookies prefixed with __utm	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies <b>collect information in an anonymous form</b> , including the number of visitors to the site, where visitors have come to the site from and the pages they visited. It is not possible to identify an individual visitor.	<a href="#">Google Privacy policy</a>
YouTube	VISITOR_INFO1_LIVE, PREF	YouTube embedded video.	<a href="#">Google Policies and Principles</a>
Vimeo	Multiple cookies prefixed with __utm and with domain .player.vimeo.com	Vimeo embedded video.	<a href="#">Vimeo Privacy policy</a>

### Links to other websites

Our website contains links to other websites, because we think you'll find them interesting. However, once you have used these links to leave our site, you should remember that we do not have any control over that other website.

Therefore, we cannot be responsible for the protection and privacy of any information which you provide while visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### Photography

The Waterfall Trust collects, stores and uses official photographs across its communications platforms. A photo consent form will be required before we use any photo or video. Forms are available on request from [office@thewaterfall.org.uk](mailto:office@thewaterfall.org.uk)

We take no responsibility for photographs taken by other individuals whilst at, or involved with, The Waterfall Trust.



### Confidentiality and security

No data transmissions over the Internet can be guaranteed to be 100% secure. Consequently, we cannot ensure or warrant the security of any information you transmit to us and you do so at your own risk. Once we receive your transmission, we make efforts to ensure security on our systems.

We use physical, electronic, and procedural safeguards to protect personal information about you. In certain areas, The Waterfall Trust may use SSL encryption to protect data transmissions. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software.

If The Waterfall Trust learns of a security systems breach, we may attempt to notify you electronically so that you can take appropriate protective steps. By using our web site or providing personal information to us you agree that we can communicate with you electronically regarding security, privacy and administrative issues relating to your use of this site. The Waterfall Trust may post a notice on our web site if a security breach occurs. If this happens, you will need a web browser enabling you to view the [thewaterfall.org.uk](http://thewaterfall.org.uk) web site. The Waterfall Trust may also send an email to you at the email address you have provided to us in these circumstances.

### More information and contacting The Waterfall Trust

If you have a privacy concern regarding The Waterfall Trust, or this notice, and if you cannot satisfactorily resolve it through the use of our website, you should contact the office by sending an email to [office@thewaterfall.org.uk](mailto:office@thewaterfall.org.uk)

In the event that we are still unable to resolve your concerns, The Waterfall Trust is committed to cooperating to achieve a proper resolution of your privacy concerns. If you would like to make a complaint, please contact our CEO by sending an email to: [tricia.kenyon@thewaterfall.org.uk](mailto:tricia.kenyon@thewaterfall.org.uk)

Should you wish to see the full Waterfall Trust Data Protection Policy, please contact the office: [office@thewaterfall.org.uk](mailto:office@thewaterfall.org.uk) – and we will review your request.

If you object to any sharing of your personal information that may be permitted under this policy, you may do so by writing us at the address below. We will take reasonable steps to accommodate your requests as they relate to our advertising practices. In some instances, honouring your requests may interfere with or impede your ability to use the Service or may require us to terminate our relationship with you.