



PRIVACY AND DATA PROTECTION POLICY AND PROCEDURES

Registered Charity 328331

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POLICY STATEMENT

1. Our commitment to your privacy

Magic Me respects your privacy and realises how important it is that your personal information remains secure.

We hope that this policy explains how we collect, manage and protect your details, but if you would like more information, if you want to request a copy of the personal information we hold about you, or ask us to update, delete or correct any information, please contact us here:

Email: info@magicme.co.uk

Phone: 02032226064

Magic Me is not required to appoint a Data Protection Officer under current data protection law, however the General Manager is the designated member of staff responsible for data protection within the organisation and can be contacted on the above phone number and email.

Your personal data is protected by UK legislation, specifically the Data Protection Act 1998, the General Data Protection Regulation (GDPR) 2018 and the Privacy and Electronic Communications (EC Directive) 2003.

2. Consent

Consent to join our mailing list is given by completing the online form and clicking "Subscribe to our mailing list", you will then be sent an email and asked to click a link to confirm your subscription.

By giving Magic Me your details, you will occasionally receive information about our work, including by email and by post if you have provided a mailing address. You can unsubscribe at any time by clicking unsubscribe at the bottom of any email or by emailing info@magicme.co.uk or by calling us on 020 3222 6064.

3. What kind of information we may hold about you

A. Personal Information

We may collect information from you when you join a project (such as when you sign up to volunteer for Cocktails in Care Homes) and submit personal information to us using paper based forms, online forms or when you email us.

Personal information as defined in the General Data Protection Regulation is any information which relates to an identified or identifiable person.

B. Sensitive Personal Information

In some cases we may collect information that the General Data Protection Regulation considers to be 'sensitive'. Sensitive personal data is data consisting of racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic data, biometric data, data concerning health or data concerning a person's sex life or sexual orientation. We do not collect this information via our websites.

4. How do we use your information?

When we collect your information we will always be clear on why we are doing so and inform you what we will use the information for. We use the personal information we hold about you only for the following purposes:

A. To provide services to you

B. To administer our relationship with you

C. We use personal information that you supply us for the purpose for which it was collected.

Examples include; sending you information or the answer to a query, to register your interest in taking part in a project, attending an event or volunteering for Magic Me, to enable you to buy publications or make donations.

D. To contact you about other projects, services, events or developments

Magic Me would like to use your personal information to contact you with information about Magic Me, our projects, events or developments.

IF AT ANY TIME YOU DECIDE THAT YOU DO NOT WISH TO BE CONTACTED BY MAGIC ME, YOU WOULD LIKE US TO UPDATE YOUR DETAILS OR YOU WOULD LIKE ACCESS TO THE INFORMATION WE HOLD ON YOU, YOU MAY CONTACT US BY E-MAIL AT:

INFO@MAGICME.CO.UK

E. For monitoring, evaluation and research (including market research) purposes

Magic Me is a UK charity, funded entirely by donations and grants. We are required by several of our funders to supply monitoring information about the people who take part in and benefit from our project .e.g. how many women, how many over 55s, etc. The information we send to our funders is aggregated to provide group statistics, this information is not linked to an individual's name and is therefore anonymous.

Monitoring is useful. It encourages learning as all data has to be interpreted and discussed. This provides Magic Me with the opportunity to learn from what is happening, share our experiences and facilitates future planning. We can learn from

what has/ has not worked which can then be put into practice and shape future projects.

F. If the assets of Magic Me are transferred to a third party

If Magic Me decides to transfer its assets or ceases to trade, becomes insolvent, enters into receivership or any similar or equivalent event occurs, Magic Me will contact you to gain your consent before passing on any information to a third party. We will inform you who we wish to transfer the data to, what data will be transferred and our reasons for doing so. If you do not provide your consent we will not transfer your data.

G. If disclosures are required by law

If required to do so by any applicable law, search warrant, subpoena or court order, or by any regulation, treaty or other legally binding obligation with which Magic Me is required to comply, Magic Me or any such company or trust will disclose some or all of your personal information as and to the extent that it is required to do so.

5. Use of photographs

Magic Me uses photography for documenting, celebrating and promoting our work:

- A. Printed materials including our Annual Report, promotional fliers, business cards, calendars, postcards etc.
- B. Exhibitions in community venues, public spaces and galleries; displays at project celebrations, conferences, and community events.
- C. Presentations on PowerPoint or video at project celebrations, conferences, recruitment events and to funders or potential funders.
- D. Press releases
- E. Magic Me's website, social media and on emails.

Magic Me acknowledges that people today are very alert to intrusion, issues surrounding celebrity, manipulation and exploitation of images and the need to be sensitive. Magic Me recognises that there are many issues regarding giving consent and that a degree of trust needs to be built up amongst participants and also with Magic Me staff and artists before photographs are taken, or consent requested. Use of photos for press needs to be separately handled. Every staff member, volunteer and project participant will be asked to complete a photo permissions form before photos are taken, and measures will be taken to ensure those who do not grant permission are not photographed and their wishes followed.

**PLEASE SEE TAKE A LOOK AT
MAGIC ME'S POLICY ON USE OF
PHOTOGRAPHS AND VIDEO
FOR FURTHER INFO.**

Magic Me will remove any photograph if a request is received from an individual within the image. This applies to still and moving images published on Magic Me's website and printed publications.

6. How long will we keep your information?

We will retain your information for as long as you have an active relationship with Magic Me. If you cease to have an active relationship with us or request to receive no further contact, we may retain some basic information in order to avoid sending you unwanted materials in the future, and to ensure that we don't accidentally duplicate information.

We may keep photographs indefinitely for historic/archive purposes and documentation. You may request that we stop holding images of you at any time.

7. How do we use cookies?

The Magic Me website uses Google Analytics to find out how people use our website in order to make improvements. Google Analytics uses cookies, small text files which are placed on your hard drive to store information, however the cookies do not have access to or use any personally identifiable information.

We use cookies on this site to enhance your user experience. If you continue without changing your browser settings we'll assume you are happy to receive all cookies on our site.

8. Sale/exploitation of personal information by third parties

Magic Me will not sell, rent, distribute or otherwise make personal information available to any third party, except for the purposes described in this privacy policy or with your prior permission.

9. Data security

Magic Me uses a number of mechanisms to protect the security and integrity of your personal information. Unfortunately, no data transmission over the internet can be guaranteed to be completely secure. So while we strive to protect such information, we cannot ensure or warrant the security of any information you transmit to us and you do so at your own risk. Once any personal information comes into our possession, we will take reasonable steps and all other precautions required by law to protect that information from misuse and loss and from unauthorised access, modification or disclosure.

10. Links to other websites

The Magic Me website contains links to the websites of other organisations which may be of interest to you. Linked websites are responsible for their own privacy practices. This privacy policy only applies to the Magic Me website.

11. Storage

Personal data is kept in paper-based systems, cloud storage and on a password-protected computer system. Every effort is made to ensure that paper-based data is stored in secure and organised systems.

12. Contacting us

If you would like to request a copy of your personal information please write to: The General Manager, Magic Me, 18 Victoria Park Square, London E2 9PF stating your full name and providing us with sufficient information to verify your identity.

- Please also help us to respond quickly by indicating why you think we hold personal information about you and what kind of information you think we may hold.
- We will respond to your request for data no later than a month after the request, but will endeavour to provide it sooner than this. In exceptional circumstances where accessing your data is particularly complex we may extend the response time by up to a further two months.
- In very rare circumstances there may be a reason why access will not be possible. If that is the case, you will be told why and informed of your right to complain about the decision.

13. Correcting your details

IF AT ANY TIME YOU DECIDE THAT YOU DO NOT WISH TO BE CONTACTED BY MAGIC ME YOU MAY INFORM US BY E-MAIL AT: INFO@MAGICME.CO.UK

Please let us know via phone or email if the personal information which we hold about you needs to be corrected, updated or deleted.

If you do not want to be contacted in the future by Magic Me please email us at info@magicme.co.uk to confirm your preference.

14. Changes to this privacy policy

Magic Me reserves the right to remove or amend this privacy policy from time to time. If we decide to replace or change it, we will post a new policy or the changes to this privacy policy on this page and we will state on the website that we have done so. If you have signed up to our mailing list we will keep you informed of any changes to our privacy policy should you wish to unsubscribe.

In accessing the Magic Me website no personal data is collected from you. Your continued use of the website following the implementation of a new policy or changes to this privacy policy will indicate your acceptance of them.

15. What we will do if there is a data breach?

If Magic Me detects that a data breach has occurred we will identify the scope, severity and likely implications of the breach. If it is likely that the breach will cause a risk to people's rights and freedoms we will report the breach directly to the Information Commissioners Office (ICO) and also inform those affected.

If a breach occurs that is unlikely to cause a risk to people's rights and freedoms, then we would not inform the ICO or those affected. We will keep a record of the details of the breach and the reasons why we did not believe it would cause a risk.

Approved: 17th May 2018 by the General Manager

Latest review date: 24th April 2019

Next review due: 23rd April 2021