

# The Bradbury Foundation

## Privacy Policy



Last updated: 22 October 2024

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At The Bradbury Foundation we are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website [www.thebradburyfoundation.org](http://www.thebradburyfoundation.org) (the “Site”). It also explains your rights in relation to your personal data and how to contact us in the event you wish to exercise these rights.

When we use your personal data we are regulated under the United Kingdom General Data Protection Regulation (UK GDPR) and we are responsible as the ‘controller’ of that personal data for the purposes of the UK GDPR. Our use of your personal data is subject to your instructions, the UK GDPR, other relevant UK and EU legislation and our professional duty of confidentiality. By using the Site, you agree to the terms of this policy.

### 1. Information We Collect

We may collect personal information from you in various ways when you interact with our website. This includes:

- **Information You Provide:** When you contact us via forms, we may collect your name, email address, phone number, or any other details you provide.
- **Automatically Collected Information:** We use Fathom Analytics, a privacy-first analytics platform, to collect anonymised data on how visitors interact with our site. Unlike traditional analytics tools, Fathom Analytics does not use cookies and does not track visitors across websites. The data collected is aggregated and non-personally identifiable.

### 2. How We Use Your Information

Under data protection law, we can only use your personal data if we have a legitimate reason for doing so, e.g: to comply with our legal and regulatory obligations; for our legitimate interests or those of a third party; or where you have given consent. The information we collect is used in the following ways:

- **To Provide and Improve Our Services:** The data helps us understand how users interact with our site so we can enhance the user experience.
- **Communication:** We may use the contact details you provide to respond to enquiries, or update you on our services.
- **Analytics:** Using Fathom Analytics, we analyse anonymised user behaviour to improve the performance and content of the website.

### 3. Fathom Analytics

We use Fathom Analytics to monitor and improve the performance of our website. Fathom is fully compliant with the UK GDPR, CCPA, ePrivacy, and PECR regulations. The platform does not use cookies, and all data collected is anonymised. Fathom provides us with insights into the number of visitors, the duration of their visit, and which pages are most visited, but without identifying individual users. For more information on Fathom Analytics, you can visit their [Privacy Policy](#).

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### 4. Data Sharing and Disclosure

We do not sell, trade, or otherwise transfer your personal information to third parties. However, we may disclose information if required by law or in response to legal processes such as a court order. We may also share your personal data with:

- committee members, trustees and volunteers of the charity
- other third parties where necessary to carry out your instructions
- our legal and other professional advisors;

### 5. Data Retention

We retain anonymised analytics data indefinitely to help us track long-term website performance. Any personal information you provide through forms will be retained only as long as necessary for the purposes for which it was collected or as required by law.

### 6. Your Rights

Under data protection laws, you have the following rights regarding your personal information:

- **Access:** You can request a copy of the personal data we hold about you.
- **Correction:** You have the right to correct any inaccurate information we hold about you.
- **Deletion:** You may request the deletion of your personal data in certain circumstances.
- **Objection:** You have the right to object to our use of your personal data where we rely on legitimate interests to process it.

For further information on each of those rights, including the circumstances in which they apply, please contact us or see the [Guidance from the UK Information Commissioner's Office \(ICO\) on individuals' rights under the General Data Protection Regulation](#).

### 7. External Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of such websites. We encourage you to review the privacy policies of those third-party websites.

### 8. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time. Any changes will be posted on this page, and the "Last updated" date will be updated accordingly. We encourage you to review this Privacy Policy periodically.

### 9. Contact Us

If you have any questions about this Privacy Policy, please contact us at:

The Bradbury Foundation  
c/o Forrester Boyd Chartered Accountants  
26 South St Mary's Gate  
Grimsby  
DN31 1LW  
[hello@thebradburyfoundation.org](mailto:hello@thebradburyfoundation.org)