

# Link UP London Privacy Notice

Link UP London respects your privacy and is committed to protecting your personal data. We want to be transparent about how we collect and use your personal data. This Privacy Notice explains how we use your personal data in making available our services and volunteer opportunities, including via <https://www.linkuplondon.org/> ("Site"), tells you about your privacy rights, and explains how the law protects you.

We use cookies on our website to enable core functionality. We also use analytics cookies to allow us to see how the Site is used. For more information about how we use cookies, please read our [cookie notice](#).

This Privacy Notice is organised as follows:

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We will post any significant changes to this Privacy Notice on this page.

## Who we are and how to contact us

Link UP London is a community interest company incorporated and registered in England and Wales with Company number 11434709. Our registered address is 545a Fulham Road, London, SW6 5UA.

You can contact us by emailing: [hello@linkuplondon.org](mailto:hello@linkuplondon.org)

## What personal data we collect

The personal data we collect from you, and from third parties about you, is explained in the table below.

Type of personal data collected	Further details
Identity Data	First name, surname, borough, postcode, company (if working), professional experience to date, gender, age bracket, ethnic group/background, key skill, employment status, professional attainment level, what industry operate in, how long in industry
Work Experience Data	Professional and personal benefits of volunteering, projects a volunteer would like to sign up for, preferred work location, whether individuals continue to volunteer once initial project is complete
Contact Data	Email address, telephone numbers, postcode, LinkedIn URL (if N/A we will ask for a copy of CV), the borough in which a volunteer is based

Marketing and Communications Data	Details of how you heard about Link UP, your preferences to receive marketing from us and our third parties (including Link UP Newsletters) and your communication preferences, and the history of our communications with you.
Behavioural Data	Inferred or assumed information relating to your behaviour and interests, based on your online activity. This may include time stamped site tracking data related to our websites and links users have followed from our newsletters and mailings. We may also track replies and activities history and some of the individual's social media network profile.
Technical Data	Internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, device type, email clients, operating system and platform and other applications and technology on the devices you use to access our website or use our services.

We do not collect your bank account or payment card details. We use third parties such as Eventbrite, Stripe and KindLink to process payments and donations. Please refer to their respective privacy notices for details of how they manage your personal data. These third parties provide us with transaction details only (payments made to and from you).

**Aggregated Data**

We collect use and share “**Aggregated Data**” such as statistical or demographic data. Aggregated Data may be derived from your personal data, but once in aggregated form it will not constitute personal data as this data does not directly or indirectly reveal your identity. If we combine Aggregated Data with your personal data to directly or indirectly identify you, we treat the combined data as personal data, and use it in accordance with this Privacy Notice.

**How we use your personal data and why**

We use your personal data for the purposes for which we collected it, as described below. If we reasonably consider that we need to use your personal data for another reason, compatible with the original purpose for which we collected it, then we may do so. If we need to use your personal data for an unrelated purpose, we will update this Privacy Notice and explain the legal basis which allows us to do so.

Most commonly, we will rely on one of the following reasons to process your personal data:

- Where we need to perform a contract we are about to enter into or have entered into with you (“**Contractual Necessity**”).
- Where it is necessary for our legitimate interests and your interests and fundamental rights do not override those interests (“**Legitimate Interests**”). More detail about the specific legitimate interests pursued in respect of each purpose we use your personal data for is set out in the table below.
- Where we need to comply with a legal or regulatory obligation (“**Compliance with Law**”).
- Where we have your specific consent to carry out the processing for the purpose in question (“**Consent**”).

Except in the context of direct marketing communications, generally we do not rely on your consent as a legal basis for using your personal data.

Purpose	Category(ies) of Personal Data involved	Why do we do this	Our legal basis for this use of data
Registration of volunteers, Social Good Organisations and community groups, and corporate sponsors  Introducing volunteering opportunities	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Work Experience Data</li> <li>• Contact Data</li> </ul>	<ul style="list-style-type: none"> <li>• To register new and prospective volunteers, Social Good Organisations and community groups, and corporate sponsors to understand their respective priorities and needs.</li> <li>• To introduce volunteers to volunteering opportunities and to organisations.</li> </ul>	Contractual Necessity or Legitimate Interests
Managing our relationships with volunteers, Social Good Organisations and community groups, and corporate sponsors	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Work Experience Data</li> <li>• Contact Data</li> </ul>	<ul style="list-style-type: none"> <li>• To manage our relationships with volunteers, Social Good Organisations and community groups, and corporate sponsors, including providing feedback at project completion.</li> </ul>	Legitimate Interests
Marketing	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> <li>• Marketing and Communications Data</li> <li>• Behavioural Data</li> <li>• Technical Data</li> </ul>	<ul style="list-style-type: none"> <li>• To form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which services, opportunities and offers may be relevant for you.</li> </ul>	Consent
Fundraising and grant applications	<ul style="list-style-type: none"> <li>• Identity data</li> <li>• Contact data</li> <li>• Marketing and Communications Data</li> <li>• Behavioural Data</li> <li>• Technical Data</li> </ul>	<ul style="list-style-type: none"> <li>• To target fundraising activities to appropriate individuals and organisations, and to apply for grants and donations. This activity also includes managing the relationship with funders, including reporting to them.</li> </ul>	Consent or Legitimate Interests
Troubleshooting	<ul style="list-style-type: none"> <li>• Technical Data</li> </ul>	<ul style="list-style-type: none"> <li>• To track issues that might be occurring on our systems.</li> </ul>	Legitimate Interests

Where we need to process your personal data to comply with law, or to perform a contract with you and you fail to provide that data, we may not be able to perform the contract.

**Personal data from third party sources**

We may also collect certain of your personal data from third party sources. We may use social media sites (Hootsuite, Twitter, Instagram, LinkedIn, Facebook) to confirm Identity Data and Contact Data and to collect Behavioural Data and Marketing & Communications Data. We use analytics providers (Active Campaign, Nylas, Inc., Google Analytics, Wordpress (Yoast SEO), and Eventbrite) to collect Behavioural Data, Technical Data and Marketing & Communications Data.

## Who we share your personal data with

We have summarised in the table below who we share your personal data with, what we share and why we share it.

Recipients	Category(ies) of Personal Data we share	Why we share it
Business partners	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> <li>• Work Experience Data</li> </ul>	Our business partners help us provide our service and help manage our relationships with community groups (including providing support and liaison).
Service Providers	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> <li>• Technical Data</li> </ul>	Our service providers provide us with IT and system administration services, including website hosting, data analytics and other services.
Social Good Organisations, community groups/service users	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> <li>• Work Experience Data</li> </ul>	Community groups who use our services need to access data to receive support from our skilled volunteers.
Social Media	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Work Experience data</li> </ul>	Various stakeholders are made aware of our work through social media.
Professional advisers	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> </ul>	Our lawyers, bankers, auditors and insurers provide consultancy, banking, legal, insurance and accounting services.
HM Revenue & Customs, regulators and other authorities	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> </ul>	Authorities may require reporting of processing activities in certain circumstances.

We may also disclose personal data if we are required to do so by law or legal process (such as a court order); in response to requests by government agencies, such as law enforcement authorities; to establish, exercise or defend our legal rights; when we believe disclosure is necessary or appropriate to prevent physical or other harm or financial loss; in connection with an investigation of suspected or actual illegal activity; or otherwise at your direction or with your consent.

We may share your personal data in the event we sell or transfer all or a portion of Link UP or its assets (including in the event of a merger, acquisition, joint venture, reorganisation, divestiture, dissolution or liquidation).

### Data transfers

Link UP does not transfer your personal data outside the UK. We use third party service providers who may have operations based outside the UK. Where they export your personal data outside of the UK to a jurisdiction that does not provide adequate protection for personal data, they ensure appropriate safeguards are in place (such as the UK Extension to the EU-US Data Protection Framework or Standard Contractual Clauses).

## Your rights relating to your personal data

Under certain circumstances, by law you have the right to:

- Request access to your personal data.
- Request that we correct incomplete or inaccurate personal data that we hold about you.

- Request erasure of your personal data where there is no good reason for us continuing to process it.
- Object to processing of your personal data where we are relying on a Legitimate Interest as the legal basis for our processing. You also have the right to object where we are processing your personal data for direct marketing purposes.
- Request the restriction or suspension of processing of your personal data.
- Request the transfer of your personal data to you, or a third party you have chosen, in a structured, commonly used, machine-readable format. This right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- Withdraw consent. This right only exists where we are relying on consent to process your personal data. If you withdraw your consent, we may not be able to provide you with the services you have requested.

### **How to exercise your rights**

If you want to exercise any of the rights described above, please contact us using the contact details shown [here](#).

Usually you will not have to pay a fee to access your personal data, or to exercise any of the other rights. Except in relation to consent withdrawal, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive, or we may refuse to comply with your request in those circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data, or to exercise any of your other rights. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. Sometimes we may ask for further information to clarify your request or to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

### **Complaints**

If you would like to make a complaint regarding this Privacy Notice or our practices in relation to your personal data, please contact us at: [dpo@linkuplondon.org](mailto:dpo@linkuplondon.org)\*

If you feel that your complaint has not been adequately resolved, please note that the UK GDPR gives you the right to contact the Information Commissioner's Office at [www.ico.org.uk](http://www.ico.org.uk).

*\*When contacting [dpo@linkuplondon.org](mailto:dpo@linkuplondon.org) please use the Email Subject: Data Protection Enquiry. This will help us deal with your request more efficiently.*

## **Marketing communications preferences**

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time using the contact details shown [here](#).

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us for the purpose of providing you with our volunteering and associated services.

## **How we keep your personal data secure**

We have appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. We ensure our service providers also have appropriate security measures in place.

We limit access to your personal data to those employees and other staff who have a business need to have such access. All such people are subject to a contractual duty of confidentiality.

We have procedures to deal with any actual or suspected personal data breach. In the event of any such breach, we have systems in place to work with applicable regulators.

## **How long we store your personal data**

We will only retain your personal data for as long as we reasonably need to use it for the purposes set out [above](#), unless a longer retention period is required by law (for example for regulatory purposes). Typically, we retain personal data for a maximum of 7 years, or less.

## **Our policy on children**

This Site is not intended for children below the age of 16 and we do not knowingly collect personal data relating to such children.

## **Third party links**

This Site may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share your personal data. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our Site, we encourage you to read the privacy policy of every site you visit.

**Link UP London, November 2023**