

# **Terms of Use and Privacy**

## **Terms of Use**

This website is operated by the ManKind Initiative (we, us, our), a registered charity (registration no: 1089547) and company limited by guarantee (company registration number (England and Wales): 3869893

The ManKind Initiative has tried to ensure that the contents of this website are accurate. However, The ManKind Initiative will not accept liability for any loss or damage or inconvenience arising as a consequence of any use of or the inability to use any information on this website.

Visitors who use this website and rely on any information do so at their own risk. The ManKind Initiative does not represent or warrant that the information accessible via the website is accurate, complete or up to date. The ManKind Initiative will not be liable (to the fullest extent permitted at law) for any loss, damage or inconvenience arising as a consequence of any use of or the inability to use any information on this site.

The ManKind Initiative takes no responsibility for the contents of linked websites and links should not be taken as endorsement of any kind. The ManKind Initiative has no control over the availability of the linked pages.

## **Privacy Policy**

### **(1) Background**

- 1.1 This Privacy Policy (together with our Terms of Usage) sets out the basis on which we may process your personal data and information. The ManKind Initiative is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.
- 1.2 The ManKind Initiative may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.
- 1.3 Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting our sites, you are accepting and consenting to the practices described in this Privacy Policy.

- 1.4 The ManKind Initiative fully respects your right to privacy and will not collect personal information about you on this website without your permission. Any personal information which you volunteer will be treated with the highest standards of security and confidentiality.
- 1.5 For general web browsing no personal information is revealed to us.
- 1.6 We do track general information about people visiting our website for statistical purposes. This does not include any personal information. This information is only used to determine the composition of our visitors and to record common behaviour.
- 1.7 Please see Annex 1 for information on legitimate interests

## **(2) The information you provide to us**

- 2.1 We may process information about you that you provide to us (including through this website and other websites that we operate - known as 'our sites') and through correspondence by phone, email or otherwise.
- 2.2 These data may include information provided by you:
  - (a) at the time of registering to use our sites, booking onto our courses or programmes, emailing us, subscribing to our newsletters and communications, subscribing to marketing, services or programme updates when updating any of the information provided at the time of registering and contact;
  - (b) at the time of subscribing to our services or posting material to our sites; if you complete any surveys that we may invite you to participate in; and in connection with your other communications with us;
  - (c) attendance registers at any of our events, programmes or courses, including those run by third parties.
- 2.3 The information you give us may include your name, age (within a range), postcode, email address, phone number, gender, ethnicity, employer, affiliated organisations (for example, professional body), job details, related financial details (for example bank/account and debit/credit card details related to a specific financial transaction) and personal description. For some purposes, additional requirements may be needed, such as criminal convictions.

### **(3) The information we may collect from you**

3.1 We have a number of lawful reasons that mean we can use (or 'process') your personal information. One lawful reason is something called 'legitimate interests'. Broadly speaking Legitimate Interests means we can process your personal information if:

- We have a genuine and legitimate reason *and*
- We are not harming any of your rights and interests.

Please read the 'Legitimate Interest' (See Annex 1) statement for more information.

3.2 We may also collect and process technical information about your computer, including (where available) your Internet Protocol address, login information, operating system and browser type and version, for system administration purposes and to report aggregate information to other organisations (including our funders). When reporting to other organisations, this is statistical data about the browsing actions and patterns of usage of our sites, and does not (of itself) identify any individual by name.

3.3 We will continue to hold your personal details for seven years after your last invoice to us. After which we will either delete your personal data, or keep it because you have asked us to.

### **(4) How we use information about you**

4.1 We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- (a) internal record keeping;
- (b) to improve our products and services;
- (c) to customise the website according to your interests;
- (d) if you register with us, to provide you with information (including our newsletter) relating to similar services, programmes or projects that we may offer from time to time, provided that you "opt-in" of this use;
- (e) changes to our organisation or services.

4.2 The ManKind Initiative will not sell or lease your personal information to third parties and we will only share your data with third parties when:

- (a) it is to provide you with a service or information including any benefits and services (including membership, if relevant) provided

by third parties as set out in (2), (3) and (4) above. The ManKind Initiative requires all such third-parties to treat your personal information as confidential and to comply with all applicable UK Data Protection Legislation (including General Data Protection Regulations) and Consumer Legislation in place at any given time.

- (b) you have given your express consent.
- (c) where it is necessary to comply with an order from a statutory body which is empowered to require us to release your data; or to comply with any legal obligation or to enforce or apply any of our terms which you are subject to or to protect the rights, property, or safety of ManKind Initiative, our staff or others
- (d) the ManKind Initiative is acquired by a third party, in which case personal data held by it will be one of the transferred assets.

4.3 You can unsubscribe from marketing and communications from the ManKind Initiative at any time by using unsubscribe link on any marketing or communications or by contacting us by email at: [admin@mankind.org.uk](mailto:admin@mankind.org.uk)

4.4 We will stop processing your personal data if you tell us to

4.5 We will delete your personal data if you tell us to. The law says we must not contact you again if you ask us not to. This means we might need to keep your contact details to make sure this happens.

## **(5) Security**

5.1 All information you provide to us is stored on secure servers. We adopt appropriate technical and organisational measures to protect the security of all personal data held by the ManKind Initiative, including sensitive personal data. Any payment transactions will be encrypted.

5.2 Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

5.3 The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

**(6) What are your rights (your right to see your data and access to information)**

6.1 The new data protection law, from May 2018, gives everyone a number of very important rights. These are:

- (a) Transparency over how we use your personal information (right to be informed).
- (b) Request a copy of the information we hold about you, which will be provided to you within one month (right of access).
- (c) Update or amend the information we hold about you if it is wrong (right of rectification).
- (d) Ask us to stop using your information (right to restrict processing).
- (e) Ask us to remove your personal information from our records (right to be 'forgotten').
- (f) Object "opt-out" to the processing of your information for marketing purposes (right to object).
- (g) Obtain and reuse your personal data for your own purposes (right to data portability).
- (h) Not be subject to a decision when it is based on automated processing (automated decision making and profiling).

6.2 If you would like to know more about your rights under the data protection law see the Information Commissioners Office [website](#).

6.3 Remember, you can change the way you hear from us or withdraw your permission for us to processing your personal data at any time (see SECTION 11).

6.4 You have a right to access personal data being kept about you. Any person wishing to exercise this right should complete a Subject Access Request Form (please email [admin@mankind.org.uk](mailto:admin@mankind.org.uk) for a form) alongside copies of two forms of identification as outlined in section 4 of the form.

6.6 You may complain to the UK regulator, Information Commissioners Office ([www.ico.org.uk](http://www.ico.org.uk)) if you feel we are not acting fairly.

## **(7) Changes to our privacy policy**

- 7.1 Any changes we may make to our privacy policy in the future will be posted on this webpage and, where appropriate, notified to you. Please check this webpage frequently to see any updates or changes to our Privacy Policy.

## **(8) Links to other sites**

- 8.1 Our website may contain links to other websites. The ManKind Initiative does not have any control over the content or security of other websites and cannot be responsible for your privacy and protection if you choose to visit these websites.

## **(9) Cookie Policy**

- 9.1 It is important to the ManKind Initiative that our websites are easy to use, accessible and reliable. Small files, called cookies, place small amounts of information on your computer or other device used to access the internet, such as a mobile phone.
- 9.2 Cookies may be used on this site to help personalise your visit, to improve how you use the site and to record your online activity. This information cannot be used to identify you personally. You can disable cookies by adjusting your browser settings, but some functions of the site may not work correctly.
- 9.3 Specifically, the ManKind Initiative uses cookies to measure how people are using the website so that we can improve the capacity and overall user experience.
- 9.4 Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store and use this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>
- 9.5 The [BBC website](#) provides a user friendly outline of cookies and how they work.
- 9.6 Please note the ManKind Initiative is not responsible for the content on other websites.

## **(10) Data Controller and Processor**

10.1 The Data Controller is the ManKind Initiative, Flook House, Belvedere Road, Taunton, TA1 1BT ([admin@mankind.org.uk](mailto:admin@mankind.org.uk) or 01823 334244)

## **(11) Contact us and who to complain to:**

11.1 If you have any questions or concerns regarding our use of your personal data or our Privacy Policy, please contact us using the contact details our Data Officer, The ManKind Initiative, Flook House, Belvedere Road, Taunton, TA1 1BT ([admin@mankind.org.uk](mailto:admin@mankind.org.uk) or 01823 334244)

---

## **Annex 1: Legitimate Interests**

### **(1) Summary**

- 1.1 Under the new data protection law starting in May 2018 we have a number of lawful reasons that we can use (or 'process') your personal information. One of the lawful reasons is called 'legitimate interests'.
- 1.2 Broadly speaking Legitimate Interests means that we can process your personal information if:
- We have a genuine and legitimate reason, *and*,
  - We are not harming any of your rights and interests
- 1.4 This means when you provide your details to us (members of the public and/or business details of employees/professionals working within the field of domestic abuse) or they have been provided to us (business details of employees/professionals working within the field of domestic abuse) we use your information for our legitimate interests to carry out our work in the field of domestic abuse. Before doing this, though, we will also carefully consider and balance any potential impact on you and your rights.
- 1.5 Some typical examples of when we might use the approach are for direct marketing, maintaining the security of our system, data analytics, enhancing, modifying or improving our services, identifying usage trends and determining the effectiveness of our work, campaigns and fundraising.

## **(2) Our Vision and Objectives**

### **2.1** Our vision is to ensure:

- All male victims of domestic abuse (and their children) are supported to enable them to escape from the situation they are in.
- To ensure recognition and support for male victims is fully integrated and mainstreamed in society's view of domestic abuse and in the statutory and non-statutory delivery of domestic abuse services (gender inclusive).

### **2.2** Our objectives are to

- Provide and also increase the capacity of the direct help and support for male victims of domestic abuse and domestic violence
- Supporting the sector to provide services for male victims and to take a gender inclusive approach to domestic abuse
- Raise public awareness and act as an advocate for the issue of male victims of domestic abuse (and their children)

## **(3) Our interests**

### **3.1** The following are some examples of when and why we would use this approach in ensuring the sector has world-class teachers, trainers, assessors and leaders.

- (a) Marketing and Communications : We will send postal, text, email, e-newsletters and e-marketing communications and marketing asks which further the aims and objectives of the ManKind Initiative and its beneficiaries. We will also make sure our marketing communications is relevant for you, tailored to your interests.
- (b) Ordering online: In order for us to process an order, payment has to be taken and contact information collected, such as name, delivery address , email address and telephone number, provided.
- (c) Your best interest: Processing your information to protect you against fraud when transacting on our website, and to ensure our websites and systems are secure.



- (d) Personalisation: Where the processing enables us to enhance, modify, personalise or otherwise improve our services/communications for the benefit of our supporters.
- (e) Analytics: To process your personal information for the purposes of customer analysis, assessment, profiling and direct marketing, on a personalised or aggregated basis, to help us with our activities and to provide you with the most relevant information as long as this does not harm any of your rights and interests. Please see our privacy policy above for further details.
- (f) Research: To determine the effectiveness of marketing and communications and to develop our products, services, systems and relationships with you.
- (g) Due Diligence: We may need to conduct investigations on supporters, potential customers and business partners to determine if those companies and individuals have been involved or convicted of offences such as fraud, bribery and corruption.

3.2 We will also hold information about you so that we can respect your preferences for being contacted by us.

#### **(4) Your interests**

4.1 When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests – we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

4.2 For more information about your rights, please see Section 6 (**What are your rights**) in our privacy policy above.

4.3 Remember, you can change the way you hear from us or withdraw your permission for us to process your personal details at any time (see Section 11 above for information)