**Who we are**

The data controller is Kids Like Us, a charity set up in 1992 when a group of staff from the Birmingham Children's Hospital wanted to raise money to take some of their patients away for a weekend of independence. In 1998 we become a registered charity.  Our aim is to raise funds to help those living with JIA, as well as awareness so that young people are diagnosed quickly and families find help and support as soon as possible.

The charity is run and managed by the Kids Like Us committee. You can see who our committee members are [here](https://www.kidslikeus.info/about_us).

If you have any questions about this Privacy Policy, you can get in contact by writing to:

* KLU, PO Box 17547, Birmingham, B31 9FB
* [Questions@kidslikeus.info](mailto:Questions@kidslikeus.info)

**How we collect your information**

There are several ways we may collect information about you. These include:

* when you provide it to us by getting in contact (phone/email/website)
* when you subscribe to our newsletter, attend a family event or fundraising event
* if you submit your details when sending an enquiry through a third-party such as if you give a health professional consent to contact us on your behalf they may share contact details with us so we can fulfil your request for contact with us
* when you provide details at an event or exhibition
* when you post your details in the Kids Like Us post box at the hospital
* when you report a problem with our websites or any of its services
* if you contact us and ask us not to send you marketing material
* if you make a donation
* we may also collect information about you if you consent to the use of cookies when using our website.

**What information do we collect about you?**

This can include the following: name, address, phone number, email address, job title, company name, company address (only applicable if you book or donate in the name of a company), personal address, payment details (where relevant), IP address, geographical location of where you accessed our website, information about how you use/interact with our website, information from cookies (if you have consented to their use) and information about your computer or other electronic device (tablet and browser type).

**Security of your information**

We respect your data and have taken appropriate technical and organisational measures to ensure we have mitigated against such risks as loss or unauthorised access, destruction, use, modification or disclosure of data.

**Do you collect special category data?**

We do not collect special category data as a matter of course. However, individuals may on occasion supply health-related information in relation to delivery of services by KLU. For example, someone attending an event may share such information should they require reasonable adjustments on health grounds, they may wish to be linked to a contact with similar diagnosis. Equally, guests attending events may elect to provide details of dietary requirements. The information is retained only for as long as is necessary and is processed solely for this purpose.

**How we use your information**

Your information is used to process your request, deliver our services and contact you, as well as to improve the website experience for our users.

When you register to stay in contact with us, we may collect the following information: name, phone number, email address, address, child name (if applicable), Childs birthday( this helps us to know which events are most suitable and send relevant information),family members names (if applicable). If you don’t provide this information, we won’t be able to keep you up to date on events and build a relationship with you. In these instances, we process your personal data because it is necessary in order to deliver the support and networking services we offer.

Following your contact with us, we may subsequently send you communications about selected events and opportunities. In these circumstances, the processing of your personal data is performed on the basis of legitimate interest. Within each communication we send, you have the option to opt out of further contact. You may also opt in to receive marketing communications in relation to specific areas of our products and services that are of interest to you. When you opt in to receive these communications from us, this processing is performed on the basis of your consent. Again, you may remove your consent at any time.

If you have donated to us in the past we will keep you informed of further ways to support us, the processing of your personal data is performed on the basis of legitimate interest.

**Who we share your data with**

We will only share your data with third parties for the purposes of delivering our services to you (see Service Providers section below), where required by law or to enforce our legal rights.

**Third party communications**

Your details will be used only by KLU. We will not disclose your details to third parties other than in the circumstances listed above.

**Service providers**

Only when necessary to deliver our services and run the charity, we share your information with various providers who will act as data processors. These may include:

* Telephone and email providers
* Payment processing providers
* IT service providers
* Hosting providers
* Mailing houses and print/fulfilment companies

**Mailing, print and fulfilment companies**

We will only disclose your information to print and fulfilment companies who are conducting business on our behalf and only for an agreed purpose, such as marketing mailings. Data is securely encrypted and, once the purpose for which it was transferred is complete, it is deleted.

**Payment information**

We do not store credit/debit card details, all payment is processed through a third party such as Eventbright or PayPal and we have no access to any financial details. These companies do not retain, share, store or use personal information for any purposes other than to provide a payment service.

**Sharing your information for legal reasons**

We will share your information when required to do so in order to comply with a common law or statutory obligation. For example, this may include information surrounding criminal acts or threats to public security.

**Transfer of your information outside the European Economic Area (EEA)**

By using third parties to provide services such as; Mailchimp, Eventbright, PayPal it is possible that your data may be processed on servers that are hosted in countries outside of the EEA.

Outside of the circumstances described above, we will not transfer your personal data to any country outside the EEA.

**How long do we keep your data for?**

We will keep hold of your data for no longer than necessary. The length of time we retain it will depend on any legal obligations we have (such as tax recording purposes), the nature of any contracts we have in place with you, the existence of your consent or our legitimate interests as a charity.

### Purchases

When you purchase from us, for example events, merchandise and so on, we retain that information for a period of seven years plus the current financial year following the end of the financial year during which you purchased from us. It is our legal obligation to keep these records for tax purposes.

### Enquiries

Unless you provide consent for future contact during your enquiry, we will keep your information for as long as is required to respond and complete your enquiry, and for a further 12 months, before deleting your information.

**Automated decision making**

We do not undertake any automated profiling or automated decision-making processes.

**Your Rights**

Subject to certain limitations, you have the right to:

* Request a copy of the information we hold about you and be told about its use.
* Request that we rectify or delete your information, or restrict processing if you have concerns over its accuracy, deletion or fair and lawful use.
* Object to the processing of your personal data, based on your particular situation, where this processing is based on the legitimate interests of Kids Like Us, where it involves direct marketing, or where it is completed for research or statistical purposes.
* Withdraw consent to the use of your information. All of our communications (excluding communications relating to an event you are booked to attend) contain an unsubscribe link. Otherwise, you can contact Questions@kidslikeus.info to unsubscribe at any time.
* Receive your personal data in a portable, commonly used, machine-readable format to transfer to another data controller. However, in some circumstances we may be unable to provide you with some or all of your personal data, for example, if it compromises the confidentiality of a third party or was not retained.

**Concerns or complaints**

If you have concerns or questions over the collection, storage or processing of your data, you are encouraged in the first instance to contact questions@kidslikeus.info to discuss and resolve any issues.

You also have the right to lodge a complaint with a supervisory authority. In the UK, this is the Information Commissioner’s Office (ICO).

## **What are cookies?**

Cookies are tiny files that help track the use of the site and to personalise your journey. These cookies can be stored so that if you return to a website, that website server can call the information from the cookies stored on your computer to tailor your experience of the site.

KLU are no different; we use cookies to help you browse our website more effectively.We do not store personally identifiable information in our cookie data. We also use some carefully selected 3rd party suppliers to enhance your online experience and they will place cookies on your computer for use on our website too.

Cookies are perfectly safe to be stored on your computer and almost all web browsers have cookie storing enabled as default. However, all browsers have the option of disabling cookies being stored on your computer if you wish to do this.

Please be aware that disabling cookies on your browser will reduce your ability to browse online with KLU and other websites. For example cookies are used to process products in your baskets and orders. Disabling your cookies will mean you cannot purchase through many websites.

This would also be a common experience of reduced functionality across many websites.

To learn about how to change the cookie settings for your browser please see our 'How do I opt-out of cookies' section.

## **KLU Exchange cookies**

On KLU’s website we use social sharing buttons for services including, but not limited to, Twitter and Facebook. These allow you to share website pages with your friends via those networks. This process is handled directly with the social network providers and their databases and servers; KLU accepts no responsibility for any use of your personally identifiable information and/or any further use of cookies by those social network providers.

## **Our cookies policy**

1. **ASP.NET session cookie:** this holds information about the state of certain ASP.NET controls.
2. **Citrix cookie:** this allows the KLU website to interact with KLU web server.
3. **Google Analytics cookie:** this shows web traffic analysis. These cookies have multiple expiration dates; please refer to this [**article**](http://code.google.com/apis/analytics/docs/concepts/gaConceptsCookies.html) (published by Google) for more information.
4. **Google AdWords and Google Remarketing:** We use the online advertising program Google AdWords and the Google Remarketing technology, both operated by the company Google Inc. ("Google"). For measuring conversion with Google AdWords, a conversion tracking cookie is placed when a user clicks on a KLU advertisement delivered by Google (“Ads”). Conversion tracking cookies expire after 30 days and are not used for personal identification. Google uses a different cookie for each Google AdWords customer and there is no consolidation of the cookie data with other data. If you click on one of our Ads and proceed to a page equipped with a conversion tag and the cookie has not yet expired, the conversion is documented. With the help of the conversion tracking cookie we see the total number of conversions and are able to review the performance of our Ads. You can find more information about Google AdWords [**here**](https://support.google.com/adwords/topic/3121763?hl=en&ref_topic=3119071).
5. **DoubleClick:** We use remarketing codes to log when users view specific pages, allowing us to provide targeted advertising in the future.
6. **Facebook pixel:** this is a 'web beacon', in this case a pixel used on the KLU website, which functions in a similar way to a cookie. It is used to build up a 'Custom Audience' based on people who visit our website, so we can target more relevant and effective Facebook advertising campaigns. Please refer to [**Facebook**](https://en-gb.facebook.com/business/help/742478679120153) for more information.
7. **Hot Jar cookie:** this allows us to collect information about how users are navigating through and interacting with the content that's on our website. This information will help us improve users' web experience when navigating our website. [**Find out more**](http://docs.hotjar.com/docs/hotjar-cookies).
8. **Google analytics:** is a web analytics service used to improve usability and customer experience. It allows us to collect information about how users are navigating and interacting with the content on the website.

## **How do I opt-out of cookies?**

You can manage the cookies that you allow on your computer through the internet browser that you use. You can also ask to be alerted every time a cookie is offered.

### Find out which internet browser you use

1. On a PC: click on 'Help' at the top of your browser window and select 'About'
2. On an Apple Mac: click on the Apple menu and select 'About' (make sure the browser is open)

If you wish to make changes to how you manage your cookies find out how to do this for your browser by typing it into the search bar.