

## Dingley's Promise Privacy Notice

At Dingley's Promise, we are committed to respecting your privacy and protecting your personal information.

We promise to respect all personal information that you share with us, or we receive from other organisations, and keep it safe. We will be clear when we collect your personal information and we will not do anything you would not reasonably expect us to.

This privacy notice will explain how and why we use your personal information, to ensure you remain informed and in control of your information.

### Controller of personal information

We are Dingley's Promise (working name of Dingley Family & Specialist Early Years Centres), registered company in England and Wales no. 07279320 and registered charity number 1137609.

### Why we collect your personal information

Basically, to improve the way we communicate and work with you.

Our vision is a world where every child with Special Educational Needs and Disability (SEND) get the best start. We need you to help us make this a reality, and collecting your personal data enables us to learn what different choices of communication work best.

When you provide us with your personal data we may use this in various ways. The ways we do that are explained in this notice – it is a guide for us to follow too, and we take it very seriously.

### If you are one of our families:

We also collect information in order to verify your eligibility for free childcare as applicable.

Personal details that we collect about your child include:

- your child's name, date of birth, address, health and medical needs, development needs, and details of any special educational needs

Where applicable we will obtain child protection plans from social care and health care plans from health professionals.

We will also ask for information about who has parental responsibility for your child and any court orders pertaining to your child.



## Where we collect your personal information from

You have the right to be informed about the collection and use of your personal information.

When we collect personal information from you, we will provide you with privacy information at the time we obtain your information.

When we obtain your personal information from a source other than you, we will provide you with privacy information:

- within a reasonable period of us obtaining the personal information and no later than one month
- if the information is used to communicate with you, at the latest, when the first communication takes place; or
- if disclosure to someone else is envisaged, at the latest, when the data is disclosed.

There are **2 main ways** in which we collect personal information about you: directly or indirectly, including the use of third parties.

When you give your personal information to us **directly**:

You may give us your information in order to sign up for one of our events, tell us your story, register on our website, request a service from us, fundraise on our behalf, sign up to a campaign, add Gift Aid to your donation, make a donation, purchase our products or communicate with us. Sometimes when you support us, your information is collected by an organisation working for us (e.g. a professional fundraising agency), but we are responsible for your data at all times.

When we collect your personal information **indirectly**:

Your information may be shared with us by independent event organisers, for example the London Marathon or fundraising sites like Just Giving. These independent third parties will only do so when you have indicated that you wish to support Dingley's Promise and with your consent. You should check their Privacy Notice when you provide your information to understand fully how they will process your data.

Information available publicly

When building a profile, we may analyse information relating to you in order to better understand your interests and preferences to contact you with the most relevant communications. In doing this, we may use additional information from third party sources when it is available. Such information is compiled using publicly available data about you, for example: addresses, listed Directorships or media articles.

When we collect personal information as you use our **websites** or **apps**:

Like most websites, we use “cookies” to help us make our site – and the way you use it – better. Cookies mean that a website will remember you. They're small text files that sites transfer to your computer (or phone or tablet). They make interacting with a website faster and easier – for example by automatically filling your name and address in text fields.

When you visit and look around our website, we record things like your IP (internet protocol) address – the unique number of the device you are using to access our website, which pages you visit (on our website only), when they were visited, and the type of device you were using. This information helps us create a better experience for everyone who uses our website.

## How we use your personal information

Personal information means any information that may be used to identify you, such as your name, title, telephone number, email address, or mailing address.

We may process your personal information for our legitimate business needs. Rest assured, our intentions are always good. We collect your personal information because we need it to help us fulfil your requests, keep in touch with you, and offer you communications that are relevant to you.

This includes things like:

- where processing enables us to enhance, modify, personalise or otherwise improve our services/communications for the benefit of our supporters
- to better understand how people interact with our website
- to provide postal communications which we think will be of interest to you
- to determine the effectiveness of promotional campaigns and advertising
- providing any information or services you have requested
- processing financial transactions such as donations, entering a paid event or setting up a Direct Debit. This may include processing gift aid with HMRC
- keeping a record of any communications between us and you, for example emails and phone calls
- keeping a record of other interactions too, such as requests for leaflets or attending an event
- managing and improving how we communicate with you – how you prefer to be contacted, and what information you want to receive. We might contact you about our campaigns, events, appeals, volunteering, news, information and advice, as well as other ways you can support Dingley's Promise
- responding to complaints or queries and look into any legal claims.

You can find out more about what we mean by legitimate interests, and when we process your data for our legitimate interests in the **What we mean by "legitimate interests" section below.**

Whenever we process data for these purposes we will ensure that we always keep your personal information rights in high regard and take account of these rights. You have the right to object to this processing if you wish, and if you wish to do so please see the section(s) below on updating your preferences or unsubscribing.

Please bear in mind that if you object this may affect our ability to carry out the tasks above for your benefit. In order to process your personal data, we must have a 'lawful basis' for doing so. The lawful bases are as follows:

- Consent – you give us direct permission
- Contract – we need to fulfil a contract to you
- Legal Obligation – we are legally obliged to process your data
- Vital interests – sharing data is necessary to protect someone's life
- Public task – to exercise an official duty (usually relevant to local authorities)

- Legitimate Interests – please see below:

If processing your data does not fall into one of these categories then we are not allowed to process it.

If you are one of our families:

We use personal data about you and your child in order to provide childcare services and fulfil the contractual arrangement you have entered into. This includes using your data to:

- contact you in case of an emergency
- to support your child's wellbeing and development
- to manage any special educational, health or medical needs of your child whilst at [my/our] setting
- to carry out regular assessment of your child's progress and to identify any areas of concern
- to maintain contact with you about your child's progress and respond to any questions you may have
- to process your claim for up to 30 hours free childcare (only where applicable)
- to keep you updated with information about [my/our] service

With your consent, we will also record your child's activities for their individual learning record.

This may include photographs and videos. You will have the opportunity to withdraw your consent at any time, for images taken by confirming so in writing.

We have a legal obligation to process safeguarding related data about your child should we have concerns about their welfare. We also have a legal obligation to transfer records and certain

### What we mean by "legitimate interests"

Legitimate interests means the interest of Dingley's Promise in the way we carry out our work to enable us to give you the best service/products and the best and most secure experience.

For example, we have an interest in making sure that any marketing we send to you is relevant, so we may process your information to send you marketing that is of interest to you.

When we process your personal information for our legitimate interests, we make sure to consider and balance any potential impact on you and your rights under data protection laws. We will always ensure that your personal data will not be used where our interests are overridden by the impact on you, unless we have your consent or are required by law.

### How we keep your personal information safe and who has access to it

We ensure that there are appropriate technical controls in place to keep your personal information safe and prevent unauthorised access to it.

Electronic data and databases are stored in the cloud and we control who has access to them. Our staff receive data protection training and we have data protection policies and procedures in place which teams are required to adhere to.

We regularly check who has access to information that we hold to ensure it is only accessible by trained staff, volunteers and contractors.

#### When we share your personal information

We will not sell or rent your personal information to third parties, and we will not share your personal information for others to use in their marketing activities.

We may have a legal obligation to disclose your personal information if required to the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent. Some of our suppliers run their operations outside the European Economic Area (EEA). Although they may not be subject to the same data protection laws as companies based in the UK, we check and store their GDPR policies and statements, and ensure that if they are US based they have the Privacy Shield. We only transfer data with bodies that pass the adequacy standards test under data protection law.

### **If you are one of our families:**

In order for us to deliver childcare services we will also share your data as required with the following categories of recipients:

- Ofsted – during an inspection or following a complaint about our service
- banking services to process chip and pin and/or direct debit payments
- the Local Authority
- the government's eligibility checker (as above)
- our insurance underwriter
- our setting software management provider
- the school that your child will be attending

We will also share your data if:

- We are legally required to do so, for example, by law, by a court or the Charity Commission;
- to enforce or apply the terms and conditions of your contract with us;
- to protect your child and other children; for example by sharing information with social care or the police, or with emergency medical personnel
- it is necessary to protect our rights, property or safety
- We transfer the management of the setting, in which case we may disclose your personal data to the prospective buyer so they may continue the service in the same way.

### How long we keep your personal information for

We will only retain your personal information for as long as it is required in relation to the purposes for which it was originally obtained.

How long personal information will be retained for depends on the type of information it is and what it is being used for.

We will retain personal information as follows:

Children's records: we retain these for three years after the child has left our services, except records that relate to an accident or child protection matter, which are kept until a child reaches the age of 21 years or 24 years respectively.

Staff and volunteer records: we retain these for 6 years after employment ceases in line with statutory guidance. We retain recruitment documents for one year after the recruitment process in case of queries or concerns.

Donor records: we retain these for 1 year after the project or activity the last donation was given for to be able to report how the donation was used and long term impact. We give donors the choice of whether they want to opt in to communications, at which point their data is treated as a supporter.

Supporter records: we retain these for 1 year after last contact, and ask supporters if they want to opt in to hearing from us before removing them at the end of the period.

We will review our data retention periods for personal information on a regular basis.

We continually review the information that we hold, and delete anything that is no longer required. We never store payment card information.

### **If you are one of our families:**

We retain your child's personal data for up to 3 years after your child no longer uses our setting, or until our next Ofsted inspection after your child leaves our setting. Medication records and accident records are kept for longer according to legal requirements. Your child's learning and development records are maintained by us and handed to you when your child leaves.

In some instances (child protection, or other support service referrals) we are obliged to keep your data for longer if it is necessary to comply with legal requirements (see our Children's and Provider Records policies).

### **Your legal rights**

We want to ensure that you are always in control of your personal information.

Part of this is making sure that you understand your legal rights. We have outlined these, together with details as to how you can exercise them.

### **The right to access your personal information**

You have a right to obtain confirmation that your personal information is being processed. You also have the right to request a copy of the personal information that we hold about you.

When you are requesting a copy of the personal information that we hold about you, we will endeavour to provide you with the information you have requested without delay and in any event within one month of receiving your request.

We will not charge a fee for complying with a request unless the request is deemed to be manifestly unfounded or excessive. We will require proof of your identity in order to provide you with this information.

### **The right to edit and update your personal information**

The accuracy of your personal information is important to us. You have the right to request that your personal information is rectified if it is inaccurate or incomplete.

We will endeavour to comply with your request without delay and in any event, within one month of receiving your request.

### **The right to request to have your personal information erased (also known as the 'right to be forgotten')**

You do not have an automatic right to have your personal information deleted. You do, however, have the right to request the deletion or removal of your personal information where there is no compelling reason for its continued processing. We will review each request on a case by case basis.

We will endeavour to comply with your request without delay and in any event, within one month of receiving your request.

### **The right to restrict the processing of your personal information**

You have the right to 'block' or suppress processing of your personal information. However, we will continue to store your personal information but not further process it. We do this by retaining just enough of your personal information so we can ensure that the restriction is respected in the future.

We will respond to your request within 21 days of receiving it, stating what we intend to do and, if we do not intend to comply with the objection, the reasons for our decision.

### **The right to object to your personal information being used for direct marketing (including profiling) and processing for the purposes of scientific/historical research and statistics**

You have the right to object to your personal information being processed for direct marketing purposes (including profiling) and scientific/historical research and statistics. From the very first communication from us and every marketing communication we send after, you will have the right to object to marketing.

We will stop processing your personal information for direct marketing purposes as soon as we receive an objection from you.

### **The right to complain to a supervisory authority if you believe we have not handled your personal information in accordance with the data protection laws**

You can make a complaint or raise a concern about how we process your personal information by contacting our Data Protection Office using the details set out below.

If you are not happy with how we have handled your complaint, or you believe that your data protection or privacy rights have been infringed, you have the right to complain to the Information Commissioner's Officer (ICO), which oversees the protection of personal data in the UK, or the Fundraising Regulator, which is responsible for overseeing fundraising activities carried out by charities in the UK.



Alternatively, you may choose to contact either the ICO or the Fundraising Regulator directly about your complaint, regardless of whether you have raised it with us first.

If you wish to exercise any of the rights outlined in this section, please write to Dingley's Promise's Data Protection Office at the following address:

**Data Protection Office**  
**Kennet Walk Community Centre**  
**Kenavon Drive**  
**Reading**  
**RG1 3GD**

Or send an email to: [dpo@dingley.org.uk](mailto:dpo@dingley.org.uk).

Please keep in mind that there are exceptions to the rights outlined above and although we will always try to respond to your satisfaction, there may be situations where we are unable to do so.

### Making changes to your personal information

If your personal details change, please help us to keep this information up to date by getting in touch and telling us:

**Data Protection Office**  
**Kennet Walk Community Centre**  
**Kenavon Drive**  
**Reading**  
**RG1 3GD**

Or send an email to: [dpo@dingley.org.uk](mailto:dpo@dingley.org.uk).

### Updating your preferences or unsubscribing

You are in control of how we contact you, for example by post or email. And you can control this by contacting us.

If you want to stop receiving emails, click the 'unsubscribe' link at the bottom of any of our emails. We would rather you didn't miss out, but we respect that this is your decision!

To make changes to the type of communications you get from us and how often you get it, please contact our Communications Manager - [jo.evans@dingley.org.uk](mailto:jo.evans@dingley.org.uk).

### Posting or sending inappropriate content

If you post or send any content that we believe to be inappropriate or content in breach of any laws, such as defamatory content, we may use your personal information to inform relevant third parties such as your internet provider or law enforcement agencies.

### Update or changes to the privacy notice

This privacy notice was last updated in January 2022.

We reserve the right to make changes to this Privacy Notice. Each time you visit this site, you should check this Privacy Notice to check that no changes have been made to any sections that are important to you. The latest version of our Privacy Notice will always be available on our website.

It there are any major changes to our Privacy Notice, we will add a notice on our website.

