



**Beith Community Development Trust**  
Geilsland House, Geilsland Rd, Beith, Ayrshire, KA15 1HD  
Tel: 01505 800758  
E-mail: [hello@beithtrust.org](mailto:hello@beithtrust.org)

## **Beith Trust Online Privacy Statement**

Beith Community Development Trust. ("Beith trust") complies with the Data Privacy Act of 2012 and is committed to safeguarding your privacy and ensuring that you continue to trust Beith Trust with your personal information. When you interact with us, you may share personal information with us which allows identification of you as an individual (e.g. name, email, address, telephone number). This is known as "personal information".

This notice ("Privacy Notice") sets out:

1. Scope and acceptance
2. Personal information collected by Beith Trust
3. Why Beith Trust collects personal information and how it uses it
4. Sharing of personal information by Beith Trust
5. Your rights
6. Cookies and other technologies
7. Information security and retention

### **1. Scope and acceptance of this Privacy Notice**

This Privacy Notice applies to the personal information that we collect about you for the purposes of providing you with our products and services we offer.

By using Beith Trust Sites or by giving us your personal information, you accept the practices described in this Privacy Notice. If you do not agree to this Privacy Notice, please do not use Beith Trust Sites or give us any personal information.

Beith Trust reserves the right to make changes to this Privacy Notice at any time. We encourage you to regularly review this Privacy Notice to make sure you are aware of any changes and how your personal information may be used.



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## **2. Information collected by Beith Trust**

Beith Trust may collect personal information about you from a variety of sources, including through:

- Online and electronic interactions with us, including via Beith Trust website or through Beith Trust branded pages or applications on third-party social networks (e.g. Facebook, Twitter, Instagram etc.)
- Your interaction with online targeted content (such as advertisements) that Beith Trust to you via third party websites or applications.

### **2.1 Information that you provide to us directly**

- This is information that you provide to us with your consent for a specified purpose, including:
- Personal contact information, including any information allowing Beith Trust to contact you in person (e.g. name, home or (e)mail address, and phone number)
- Demographic information, including date of birth, age, gender, location (e.g. zip code, city and state and geo-location), favourite products, hobbies, interests, and household or lifestyle information
- Payment information, including to make purchases (e.g. credit card number, expiration date, billing address)
- Account login information, including any information that is required for you to establish user account with Beith Trust (e.g. login ID/email, user name, password and security question/answer); and
- Feedback, including information that you share with Beith Trust about your experience or interest in using Beith Trust services and activity (e.g. your comments and suggestions, testimonials and other feedback related to Beith Trust service)



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## **2.2 Information that we collect when you interact with Beith Trust Sites**

We use cookies and other tracking technology which collect certain kinds of information when you interact with Beith Trust.

## **2.3 Information collected from other sources**

We may collect information about you from other legitimate sources for the purpose of providing you with our services. Such sources include third-party information aggregators, Beith Trust promotional partners, public sources and third party social networking sites with whom you have given consent for the disclosure of information relating to you and where otherwise lawfully permitted. Such information may include:

- Personal contact information
- Any personal information that is part of your profile on a third party social network (e.g. Facebook) and that you allow that third party social network to share with us (e.g. name, email address, gender, birthday, city, profile picture, user ID, friend list). You can learn more about the information that we may obtain about you by visiting the website of the relevant third party social network.

We may also receive personal information about individuals when we acquire other companies.

## **3. Why Beith Trust collects personal information and how it uses it**

Beith Trust collects and uses personal information only as necessary for the purposes for which it was obtained. Beith Trust may use your personal information for some or all of the following purposes:

- Client service – to provide you with consumer service, including responses to your inquiries, complaints and general feedback about our services. Client service may be provided through various forms of communication, including via email, letter, telephone and online chat features.
- Client engagement – to get you more actively engaged with our services.
- Websites – to improve and personalize your experience on websites, using information such as account login information, technical computer information, and/or previous website usage information;



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- Marketing communications – to provide you with marketing communications where you have opted-in to receive such communications (including information about Beith Trust, its services, and promotions). These can be shared via electronic means (e.g. SMS, emails and online advertising) and via post.
- Third-party social networking
- Beith Trust may use your personal information from when you interact with third party social networking features such as “Facebook Connect” or “Facebook Like”. These features may be integrated on Beith Trust website.
- If you use these features, Beith Trust may have the ability to obtain certain personal information about you from your social networking information. You can learn more about how these features work, and the profile information Beith trust may obtain about you, by visiting the website of the relevant third party social network.
- We may use your personal information for other specific business purposes, including to maintain the day-to-day operation and security of Beith Trust website, to conduct demographic studies or audits, and to contact you for consumer research.
- Other specific purposes

#### **4. Sharing of Personal Information by Beith Trust**

Beith Trust does not share your personal information with any third party that intends to use it for direct marketing purposes unless you have provided specific consent in relation to this.

Beith Trust may share your personal information with third parties for other purposes, but only in the following circumstances:

##### **4.1 Affiliates**

Beith Trust may share your personal information with its affiliates or related companies for internal business purposes, including for marketing, and technical operations.



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#### **4.2 Service Providers**

Beith Trust may engage service providers, agents or contractors to provide services on its behalf. These third parties may come to access or otherwise process your personal information in the course of providing these services.

Beith Trust enquires such third parties, to comply with all relevant information protection laws and security requirements in relation to your personal information, usually by way of a written agreement.

#### **4.3 Partners and Joint Promotions**

Beith Trust may run a joint or co-sponsored program or promotion with another company and, as part of your involvement in the activity, collect and use your personal information.

Your personal information will only be shared with another company if you have opted in to receive information directly from that company. Beith Trust encourages you to read the privacy notice of any such company before sharing personal information. If you do not want your personal information to be collected by or shared with a company other than Beith Trust, you can always choose not to participate in such activity. If you do opt-in to communications from such a company, remember that you always have the right to opt-out and you would need to contact that company directly to do so.

#### **4.4 Legal requirements and Business Transfer**

Beith Trust may disclose your personal information if it is required to do so by law or if, in Beith Trust's good faith judgment, such legal disclosure is reasonably necessary to comply with legal processes or respond to any claims.

In the event of a full or partial merger with, or acquisition of all or part of Beith Trust by another company, the acquirer would have access to the information maintained by that Beith Trust, which could include personal information.

### **5. Your Rights**

You are afforded rights in relation to your personal information under the Data Privacy Act of 2012, including the right to access, correction, and objection to the processing, including the right to lodge a complaint with the National Privacy Commission.



You have a right to request access to your personal information. You may send a request for access via the Beith Trust website. Depending on the nature of the request, Beith Trust may charge a reasonable fee for providing access to your personal information.

## **6. Cookies and other tracking technologies**

### **6.1 What are cookies?**

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the website.

### **6.2 How and why do we use cookies?**

We use cookies to improve the use and functionality of Beith Trust website and to gain a better understanding of how visitors use Beith Trust website and the services offered to them. Cookies help us tailor Beith Trust website to your personal needs, to improve their user-friendliness, gain client satisfaction feedback and to communicate to you elsewhere on the internet.

### **6.3 What types of cookies may be used on Beith Trust website?**

We may use the following types of cookies on Beith Trust website:

- Session cookies – These are temporary cookie files which are erased when you close your browser. When you restart your browser and go back to the site that created that cookie, the website will treat you as a new visitor.
- Persistent cookies – These cookies stay on your browser until you delete them manually or until your browser deletes them based on the duration period set within the cookie. These cookies will recognize you as a return visitor.
- Necessary cookies – Necessary cookies are strictly necessary for the operation of a Beith Trust website. They enable you to navigate around the site and use our features.
- Cookies that send information to us – These are the cookies that we set on a Beith Trust website and they can only be read by that site. This is known as a “First Party” cookie.



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- We also place cookies on Beith Trust advertisements which are placed on other website owned by third parties (e.g. Facebook). We obtain information via those cookies when you click on or interact with the advertisement. In this situation, Beith Trust is placing a “Third Party” cookie. Beith Trust may use the information obtained by these cookies to serve you with advertising that is relevant and of interest to you based on your past online behaviour.
- Cookies that send information to other companies – These are cookies that are set on a Beith Trust website by our partner companies (e.g. Facebook or advertisers). They may use the information collected from these cookies to anonymously target advertising to you on other websites, based on your visit to the Beith Trust website. For example, if you use a social widget (e.g. the Facebook icon) on a Beith Trust website, it will record your “share” or “like”. Facebook (as the company setting the cookie) will collect the information.

### 6.4 Other Similar Technologies

Beith Trust website also makes use of other tracking technologies including IP addresses, log files and web beacons, which also help us tailor Beith Trust website to your personal needs.

#### IP addresses

An IP address is a number that is used by computers on the network to identify your computer every time you log on to the Internet. We may record IP Addresses for the following purposes: (i) troubleshoot technical concerns, (ii) maintain website safety and security (iii) better understand how our websites are utilized, and (iv) to better tailor content to your needs depending on the country you are in.

#### Log Files

We (or a third party on our behalf) may collect information in the form of logs files that record website activity and gather statistics about a user’s browsing habits. These entries are generated anonymously and help us gather (among other things) (i) a user’s browser type and operating system, (ii) information about a user’s session (such as the URL they came from, the date and time they visited our website, and which pages they’ve viewed on our website and for how long), and, (iii) other similar navigational or click-stream information (e.g. site traffic reporting and unique visitor counts).



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## **Web Beacons**

We may use web beacons (or clear GIFs) on the Beith Trust website. Web beacons (also known as “web bugs”) are small strings of code that provide a method of delivering a graphic image on a web page for the purpose of transferring information back to us. We use web beacon information for a variety of purposes, including information as to how a user responds to email campaigns (e.g. the time the email is opened, where the user links to from the email), site traffic reporting, unique visitor counts, advertising and email auditing and reporting, and personalization.

### **6.5 Manage your cookies/preferences**

You should ensure that your computer setting reflects whether you are happy to accept cookies or not. You can set your browser to warn you before accepting cookies, or you can simply set it to refuse them. You do not need to have cookies on to use or navigate through many parts of Beith Trust website although you may not have access to all the features on Beith Trust website if you do so. See the ‘help’ button on your browser (e.g. Google Chrome, Firefox) for how you can do this. Remember that if you use different computers in different locations, you will need to ensure that each browser is adjusted to suit your cookie preferences.

As a web beacon forms part of a webpage, it is not possible to ‘opt-out’ but you can render them ineffective by opting out of the cookies they set.

## **7. Information Security and Retention**

### **7.1 Information security**

In order to keep your personal information secure, Beith Trust has implemented secure operating environments – Beith Trust stores your information in secure operating environments and only accessible to Beith Trust employees, agents, and contractors on a need-to-know basis. Beith Trust also follows generally accepted industry standards in this respect.

Please note that this does not apply to personal information you choose to share in public areas such as on community websites.





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## **7.2 Retention**

Beith Trust will only retain your personal information for as long as it is necessary for the stated purpose, taking into account also our need to answer queries or resolve problems, provide improved and new services, and comply with legal requirements under applicable laws.

This means that we may retain your personal information for a period of 10 years after your last interaction with us. When the personal information that we collect is no longer required, we destroy or delete it in a secure manner.

Adopted by the Board of Beith Community Development Trust

Date

Signed