

# Privacy Policy



**At the Human Values Foundation we respect the privacy of our supporters and visitors to our website. This policy is concerned with how we collect information, what we do with it and what controls you have.**

## Your Privacy

The Human Values Foundation was established in 1995 and in the UK we are a “beacon of light” when it comes to high quality values education for children and young people. We’re passionate about the holistic, rounded development of schoolchildren. We work to bring about systemic improvements in the quality and effectiveness of modern education by continuing to develop, promote and encourage an informed, whole-person, values-based, 21<sup>st</sup>-century education process, benefitting particularly the lives and wellbeing of young people, teachers and those who look after children - and ultimately society as a whole. To this end we provide uplifting, universal educational resources that foster lasting, life-enriching values, which contribute to an integrated, ethical, moral, emotional, social and spiritual education, laying foundations that empower and enable all young people to fully flourish and make the most of themselves throughout their school careers and subsequently in their adult lives.

We take our duty to process your personal data very seriously. This policy explains how we collect, manage, use and protect your personal data. We may change this document from time to time to reflect the latest view of what we do with your information. Please check back frequently; you will be able to see if changes have been made by the date it was last updated.

Please refer to the sections below for more details on how and why we use your personal information. Here are links to:

1. [Who are we?](#)
2. [What personal data we collect and how we use it](#)
3. [Legitimate interests](#)
4. [Sharing your information](#)
5. [Retaining your information](#)
6. [Your details on the web](#)
7. [What are your rights?](#)
8. [How to contact us](#)

## 1. Who are we?

In this policy references to the Human Values Foundation, or the 'Foundation', or to 'we' or 'us' are to the Human Values Foundation which is:

- a registered charity in England and Wales, number 1048755
- a non-profit making company limited by guarantee, registered in England at The Coach House, Salisbury Road, Horsham, West Sussex RH13 0AJ, number 03089834.

## 2. What personal data we collect and how we use it

### What we need

The Human Values Foundation is what's known as the 'controller' of the personal data you provide to us. We will usually collect basic personal data about you like your name, postal address, telephone number and email address and additionally, your bank details if you are supporting us financially.

### Why we need it

We collect your personal data in connection with specific activities, such as membership requests, product purchases, donations, newsletter requests, competition entries and information you provide on our website.

The information is either needed to fulfil your request or to enable us to provide you with a more personalised service. You don't have to disclose any of this information to browse our website. However, if in some instances you choose to withhold requested information, we may not be able to provide you with certain services.

### Our marketing

Sometimes, with your consent, we will process your personal data to provide you with information about our work or our activities that you have requested or are expecting.

On other occasions, we may process personal data when we need to do this to fulfil a contract (for example, if you have purchased something using our web shop) or where we are required to do this by law or other regulations.

The Foundation also processes your data when it's in our legitimate interests to do this and when these interests do not override your rights. Those legitimate interests include providing you with information about our membership, products, services, newsletter

requests, feedback, competitions, fundraising, appeals and other activities. For more information please see Appendix 1 below on '[Legitimate Interests](#)'.

### **How we obtain your details**

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

We collect your personal information in a number of ways:

- when you provide it to us **directly**
- **indirectly** when you have given it to a third party and you have provided permission to pass your information on to us (When providing permission for 3<sup>rd</sup> party organisations to share your data, do check their Privacy policies carefully to understand fully how they will process your data.)
- when it's available to us from external **publicly available** sources such as Companies House and the Charities Commission website. Depending upon your privacy settings for social media services, we may access information from those accounts or services, including from Facebook and Twitter.

We may combine the information from these sources with the information you provide to us directly.

### **Building profiles of supporters**

Over time we enjoy building a relationship with our supporters and customers so as to provide relevant communications and appropriate experiences, products and services.

Although it is the practice of many charities, the Human Values Foundation does not make use of external profiling and screening methods to gain insights into the backgrounds of individuals in order to build profiles of people and their interests and capacity to give.

If you have any questions about the above then please use the contact form on our '[Contact Us](#)' page or get in touch with us by telephone or in writing.

### **Children**

If you are under 18, please ensure you obtain your parent's/guardian's consent before sending any personal information to our website or the Human Values Foundation. We do have activities for those under 18 (such as story-writing competitions) so we may ask

your age. Before taking part, please ensure you speak to your parent, guardian or other appropriate adult.

Please note that we will not knowingly market to or accept donations or orders for goods or services from persons aged under 18 years.

As a parent or guardian, we encourage you to be aware of the activities in which your children are participating, both offline and online.

### **Volunteering**

When you volunteer with the Human Values Foundation, we will keep you abreast of the work that we are doing and relevant events in which we are involved. We will also let you know of any changes that might affect you volunteering with us and about which you need to be aware. We will use personal data only in relation to your volunteering with us and whilst you remain a volunteer with the Human Values Foundation. By agreeing to volunteer with the Human Values Foundation, you are agreeing to us sending you emails about volunteering and your volunteer role. We will on occasions share your email address and perhaps other contact details with other Human Values Foundation personnel and volunteers, for instance in connection with a project or meeting or the process of organising an event in which you have chosen to participate.

### **Anything else?**

All the personal data we process is processed by our staff in the UK.

If you would like to change the way you hear from us or no longer wish to receive direct marketing communications from us then you can use the contact form on our '[Contact Us](#)' page or get in touch with us by telephone or in writing.

## **3. Legitimate interests**

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 Interests](#)' statement in Appendix 1 below for more information.

#### 4. Sharing your information

We disclose information to third parties or individuals only when obliged to by law, for purposes of national security, taxation and criminal investigations and the following:

- if you have agreed that we may do so;
- when we use other companies to provide services on our behalf, e.g. processing an online sale, sending emails such as to encourage children's entries for our story-writing competition, when using auditors/advisors or processing credit/debit card payments and donations;
- if we receive a complaint about any content you have posted or transmitted to or from our website or social media platforms, to enforce or apply our Terms and Conditions or if we believe that we need to do so to protect and defend the rights, property or personal safety of the Human Values Foundation, our website or our visitors and for other lawful purposes.
- If we merge with another organisation to form a new entity, information may be transferred to the new entity.
- We may disclose aggregate statistics about our site visitors, supporters, customers and sales to describe our services and operations to prospective partners, advertisers and other reputable third parties and for other lawful purposes but these statistics won't include any personally identifying information.
- If we collaborate with or run an event in partnership with other named organisations, your details may need to be shared.

We will never sell or rent your personal information to other organisations.

#### 5. Retaining your information

We hold your information only as long as necessary for each purpose for which we use it. To determine the appropriate retention period, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, and whether we can achieve the purpose of the processing through other means.

If you decide not to support the Human Values Foundation any more or request that we have no further contact with you, we will keep some basic information in order to avoid sending you unwanted materials in the future and to ensure that we don't accidentally duplicate information.

## 6. Your details on the web: Our Cookie Policy

Please read our '[Cookie Policy](#)' in Appendix 2 below for more information.

## 7. What are your rights?

The General Data Protection Regulation (GDPR) gives everyone a number of very important rights. These are:

1. Transparency over how we use your personal information (***right to be informed***)
2. Request a copy of the information we hold about you, which will be provided to you within one month (***right of access***)
3. Update or amend the information we hold about you if it's wrong (***right of rectification***)
4. Ask us to stop using your information (***right to restrict processing***)
5. Ask us to remove your personal information from our records (***right to be 'forgotten'***)
6. Object to the processing of your information for marketing purposes (***right to object***)
7. Object and reuse your personal data for your own purposes (***right to data portability***)
8. Not to be subject to a decision when it is based on automated processing (***automated decision-making and profiling***).

If you would like to know more about your rights under the data protection law, see the [website of the Information Commissioner's Office \(ICO\)](#).

You can change the way you hear from us or withdraw your permission for us to processing your personal data at any time by using the form on our '[Contact Us](#)' page or by emailing us at [yes2values@hvf.org.uk](mailto:yes2values@hvf.org.uk) or by telephoning or writing to us.

## 8. How to contact us

If you wish to talk through anything in our Privacy Policy, find out more about your rights or obtain a copy of the information we hold about you, please contact our team via the details given below and we will be happy to help.

If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer who will investigate the matter. If you are not satisfied with our response or believe we are not processing your personal data in accordance with the law, you can complain to the Information Commissioner's Office (ICO).

Our Data Protection Officer can be contacted by writing to:

Data Protection Officer  
Human Values Foundation  
The Coach House, Salisbury Road, Horsham, West Sussex RH13 0AJ

or by emailing: [yes2values@hvf.org.uk](mailto:yes2values@hvf.org.uk).

If you wish to talk to us about anything in the policy or the information we hold about you please contact our team:

- **by telephone:** 01403 259711
- **by email:** [yes2values@hvf.org.uk](mailto:yes2values@hvf.org.uk)
- **by post:** The Secretary, Human Values Foundation, The Coach House,  
Salisbury Road, Horsham, West Sussex RH13 0AJ.

*This document was last updated: 25 May 2018*

# Appendix 1

## Legitimate Interests

Under the General Data Protection Regulation (GDPR) effective from 25 May 2018 we have a number of lawful reasons for using (or 'processing') your personal information. One of the lawful reasons is called '**legitimate interests**'.

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.

So, what does this mean? When you provide your personal details to us we use your information for our legitimate business interests to carry out our work of advancing the quality and effectiveness of education in primary and secondary phases of schooling by promoting an integrated, values-themed approach to the holistic development of young citizens, principally throughout the UK but also in other parts of the world. Before proceeding though, we will carefully consider and balance any potential impact on you and your rights.

Some typical examples of when we might use the legitimate interests facility are for preventing fraud, direct marketing, maintaining the security of our systems, data analytics, enhancing, modifying or improving our services, identifying usage trends and determining the effectiveness of our projects and fundraising.

### **Our vision**

The vision of the Human Values Foundation is *“that young people among all sections of the community, wherever they are in the world, will imbibe and practise human values so as to become responsible, happy, fulfilled members of society and aspire to human excellence”*.

And our objective is to:

*“Promote ‘values literacy’ for schoolchildren and thereby make systemic differences to teaching and learning and advance the quality and effectiveness of 21<sup>st</sup>-century education so as to enable all young people to flourish and fulfil their true potential.”*



We will use various strategies to achieve our mission and to support our objectives: we believe that people who share our values would be pleased to know how to assist us.

We will process the personal information you have supplied to us to conduct and manage our business to enable us to give you the most appropriate information, marketing, service and products and provide the best and most secure experience. These are what we consider to be our 'Legitimate Interests'.

### **Our interests**

The following are some examples of when and why we would use this approach in our work that fosters social and emotional life skills and nurtures the wellbeing, talents and passions of young citizens-in-the-making:

- **Direct Marketing:** From time to time we send postal marketing and fundraising asks which further the aims and objectives of the Human Values Foundation. We will make sure any postal marketing is relevant for you, tailored to your interests.
- **Ordering online:** So that we can process an order, payment has to be taken and contact information collected, such as name, delivery address and telephone number. Our ecommerce platform provider, Shopify, would also need to record the transaction.
- **Your best interest:** Processing your information to protect you against fraud when transacting on our website, and to ensure our website and systems are secure.
- **Personalisation:** Where the processing enables us to enhance, modify, personalise or otherwise improve our services and communications for the benefit of our supporters and customers.
- **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 ['Building profiles of supporters'](#) in our Privacy Policy.
- **Research:** To determine the effectiveness of promotional campaigns and advertising and to develop our products, services, systems and relationship with you.
- **Due diligence:** We may need to conduct investigations into supporters, potential customers and business partners to determine whether or not those entities and individuals have been involved in or convicted of offences such as fraud, bribery or corruption.

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

## **Your interests**

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).

For more information about your rights, please see [‘Your Rights’](#) in our Privacy Policy.

You can at any time change the way you hear from us or withdraw your permission for us to process your personal details by using the form on our [‘Contact Us’](#) page or by getting in touch with us directly.

# Appendix 2

## Cookie Policy

This policy explains what cookies are, how the Human Values Foundation uses them on its website and what you can do to manage how they are used.

### **Cookies and how they benefit you**

Our website uses cookies, as do almost all websites, to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites.

Our cookies don't capture visitors' personal details and identities but help to enhance your experience and make our website work as you'd expect, in a proper and professional manner.

If the settings on your browser that you are using to view our website are adjusted to accept cookies, we take this and your continued use of our website to mean that you are fine with this. Should you wish to remove or not use cookies from our site, you can learn how to do this below, however doing so is likely to mean that our site will not work as you would expect.

### **Anonymous visitor statistics cookies**

Our site uses Google Analytics program, which uses cookies to compile visitor statistics such as how many people have visited our website, what type of technology they are using, how long they spend on the site, what pages they look at, etc. This helps us to continuously improve our website. This analytics program also tells us, on an anonymous basis, how people reached our site (e.g. from a search engine) and whether they have been here before, helping us to develop our services for you.

### **Third party functions**

Our site, like most websites, includes functionality provided by third parties. A common example is an embedded YouTube video. Our site includes the following third party functions which use cookies:

- YouTube  
Disabling these cookies will likely break the functions offered by these third parties.

## **Turning off cookies**

You can usually switch off cookies by adjusting your browser settings to stop accepting cookies. Doing so, however, is likely to limit the functionality of our website (along with a large proportion of the world's websites since cookies are a standard part of most modern websites).