

GUY'S TRUST PRIVACY POLICY

Guy's Trust takes the privacy of your information seriously and is fully compliant with the 2018 General Data Protection Regulations.

1. We receive some information about you when you: -

- Purchase a ticket for one of our events.
- Take part in a challenge on our behalf e.g. The London Marathon.
- Make a donation to us.
- Like or follow us on one of our social media platforms (depending on your privacy settings).

2. We will only retain information about you if you give us permission to do so and then we will hold only the following information: -

- Your name.
- Your email address.
- Your postal address if we have it.
- Your city and/or country of residence.
- Your engagement with us, e.g. whether you came to an event, ran a marathon, made a donation etc.
- The date of your initial connection.
- How you heard about Guy's Trust.

3. We will use this information in order to: -

- Send you our occasional newsletter to keep you informed about our projects.
- Invite you to specific fundraising events.
- Seek participants with specific interests for sponsored events or trips to our projects abroad.
- Very occasionally ask for a donation.

4. We will contact you either: -

- Through *MailChimp*, the web based emailing platform that we use, or
- Directly from Guy's Trust email, or
- Through social media.

5. We don't hold any sensitive information and what we do hold is as secure as possible: -

- We will never share your information with anyone, unless you are participating on our behalf in an event organised by a third party e.g. The London Marathon.
- If you are participating in an event organised by a third party and we need to share your contact details, we will do our utmost to ensure that they will not be passed on further.
- We use the online donation facility at *KindLink* to collect donations and any information other than that listed in point [2] will not be retained.
- We use *Google Analytics* to find out how many times our website is visited, the countries where our visitors live, their age group etc but no names or contact details are recorded.
- Our website uses Cookies only for Google analytics.

6. We will keep your information until: -

- You ask us to remove your details from our database, or
- You unsubscribe from our newsletter, or
- Guy's Trust ceases to operate, in which case all data will be destroyed.

This policy was updated in December 2019.