Mad March Hare

Privacy Information Notice

At Mad March Hare, we're committed to protecting and respecting your privacy.

This Policy explains when and why we collect personal information, how we use it, the conditions under which we may disclose it to others and what choices you have. It relates to all our business activities, not just this website.

We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our services, you're agreeing to be bound by this Policy.

Any questions regarding this Policy and our privacy practices should be sent by email to admin@madmarchhare.org.uk, or via the other methods on our Contacts page.

Date: 3rd March 2018
Next Review Date: 3rd March 2019
Author: Michael Biddulph

1. Who are we?

We are Mad March Hare, an organisation dedicated to raising funds for Breast Cancer Now, primarily through the Mad March Hare event held annually every March.

Full contact details can be found here: https://madmarchhare.org.uk/contact-us/

2. How do we collect information from you?

We obtain information about you when you register to take part in the Mad March Hare event, volunteer with us or attend an associated fundraising event.

3. What information do we collect & how is it used?

We collect information to allow us to process registrations and orders for merchandise, provide information and to respond to enquiries. The table in section 3.2 below outlines exactly what information we collect, and for what purpose.

3.0. Sensitive Data

We do not gather sensitive personal data (e.g. health, genetic, biometric data; racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, sexual orientation, and criminal convictions). We expressly request that you do not provide any such sensitive data to us.

3.1. Third Parties

We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

We also use a number of 3rd party services to help us fulfil our contractual. These 3rd party services are listed in full below; we have verified that these 3rd party services are GDPR compliant (or are working towards GDPR compliance), and are certified under the EU-US Privacy Shield Framework (or are working towards certification) where these organisations are based outside of the EU.

3.2. Details

The following table outlines the personal data we collect and for what purpose. The table also outlines the 3rd parties the data is processed by or shared with, and how long the data is stored for:

Name	What	Legal Ground	Purpose	3rd Parties	Data Retention
Registrant	Name and contact information – address, mobile number, email	Contract	To allow initial and ongoing contact and for billing purposes	**Wordpress using the Nimva theme**.	Until request for deletion.
Entrant	Name, sex, age	Contract	To allow entry to the event and event management	**Microsoft Excel**	Until request for deletion.
Volunteer	Name and Contact information – address, mobile number, email	Legitimate	To provide details of volunteer responsibilities	**Microsoft Excel**	Until request for deletion

Invoicing	Registrant purchase details and contact info.	Legal obligation	For invoicing and entrant processing	**Romancart**	Indefinitely, for on-going invoicing and accounting records
Hosting Account	Website hosting	Contract	Website and associated processing	**TSOHOST**	Until request for account deletion/cessation of hosting contract
Backup	Backup of documents on local drives and website	Contract	Cloud backup to ensure business continuity in the event of hardware failure.	**UpdraftPlus Backup/Restore. Genie Timeline. Google Drive**	Until request for deletion

4. Controlling your information

You have certain rights concerning the information we hold about you, as defined under the General Data Protection Regulation. If you wish to exercise these rights, please contact us, including your email address in the first instance (this is the unique identifier we use to identify and collate personal information).

4.0. Requesting a copy of your information

You may request a copy of any data we hold about you. Upon request, we will provide a CSV file (which you may open in a program such as Microsoft Excel) containing the personal data we hold on record about you.

4.1. Updating or correcting your information

The accuracy of your information is important to us. If you change email address, or any of the other information we hold is inaccurate or out of date, please contact us so we may correct our records.

4.2. Deleting your information

You have the right to request erasure of your personal information. Unless there is a compelling reason for the data not to be erased (for example, if we need to use that data to fulfil our contractual or legal obligations), your personal data will be deleted on request.

4.3. Automated decision making

We do not use any personal information for automated decision making or profiling; your data is not subject to automated decision making or profiling.

5. Use of 'cookies'

Mad March Hare website uses cookies. Cookies are small pieces of information that are stored on your computer or mobile device when you visit a website.

6. Security

Mad March Hare takes security seriously. In order to protect your information from loss, misuse or unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect.

7. Data Breaches

Our policies include a clear process for handling a personal data breach, should one occur. Where appropriate, Mad March Hare will promptly notify you of any unauthorized access to your personal information.

8. Complaints

If you wish to raise a complaint on how we have handled your personal information, you can contact us directly and we will investigate the matter.

If you are not satisfied with our response or believe we are processing your personal information not in accordance with the law you can complain to the [Information Commissioner's Office (ICO)](#).