



Privacy Policy - UK Website

1. Purpose

To establish the framework for the Fair, Transparent and Acceptable Use of the Personal Information of any individual that interacts with Mercy Ships UK publicly available websites, business applications or Data Processing activities in both electronic and paper-based forms.

2. Scope

This policy applies to all Mercy Ships UK personnel with access to Personal Information collected, stored or processed in the business applications and Data Processing activities controlled by Mercy Ships UK.

This policy is established by the Chief Executive Officer of Mercy Ships UK, who must approve any proposed changes.

When this policy is changed, including any changes to the text statements included below, all members of personnel are notified.

3. Policy Statement

The below Privacy Statements must be easily located and identifiable on the Mercy Ships UK website.

This privacy statement lets you know how Mercy Ships UK process and use your personal information when you visit our website, sign up to receive our newsletters, use our discussion forums and lists, or opt-in to be added to our announcement lists.

Mercy Ships UK (“MSUK” “Mercy Ships”, “us”, “we”) is a company registered in England and Wales with company number 3147724 , and a charity registered in England and Wales with charity number 1053055 and Scotland with charity number SC039743 and registered address The Lighthouse, 12 Meadway Court, Stevenage SG1 2EF.

For the purposes of the Data Protection Act 2018, the General Data Protection Regulation (GDPR) and any applicable replacement legislation, MSUK is the data controller.

Please read this privacy statement carefully to understand our practices regarding your personal information and how we will treat it. By using our website or providing us with your personal information, you agree to your personal information being used and stored in the manner set out in this statement. We may update this privacy statement from time to time without notice to you, so please check it regularly.

What information do we collect and how do we collect it?

We may collect information from you via our website, in person, on the phone, by email or by paper response forms.

Our website (www.mercyships.org.uk) (the “website”) is owned and operated by MSUK. When you use the website to donate, request information, order products, or apply to volunteer with us, we will ask



you to provide personal information to complete these transactions. The types of personal information you provide to us may include:

- contact information (such as your name, address, telephone number and email address)
- other unique information such as user IDs and passwords
- payment and transaction information including credit card information
- product preferences
- contact preferences
- educational and employment background
- volunteering position

In addition to the information you provide to us, we may also collect information during your visit to our website through our automatic data collection tools (“Data Collection Tools”), which include cookies, embedded Web links, and other commonly used information-gathering tools (see below – Data Collection Tools).

Information we receive from other sources

Your information may be given to us by third parties, for example fundraising sites like Virgin Money Giving and Just Giving. They will do so pursuant to their own policies on data protection and privacy. It is your responsibility to check their privacy policy when you provide your information to them to fully understand how they will process your data and may share it with others.

We may also collect information about you from credible third party commercially available sources, including the purchase of marketing lists for future fundraising. This information may include your name, address, email address and demographic data which may be used along with the information we collect when you visit one of our websites.

We may use publicly available information to create a profile about you, your interests and preferences, your personal and financial circumstances, using profiling and screening techniques. We may collect this information ourselves or we may use third parties to carry out this analysis on our behalf. This may include information about your donation history, age, qualifications, the value of your property, career history, location, social circles, trusteeships and the type of charity which you are a trustee of (e.g. grant making), company directorships, whether you are from a family who is likely to have inherited wealth (e.g. are you a member of the British aristocracy), membership of a Livery Company, investments in Venture Capital Trusts approved by HMRC, and primary business organisation.

This background information helps us to ensure that the communications we send to you are relevant and to make appropriate requests for donations and other forms of support. By identifying those who may be willing and able to give more to MSUK than they already do, we are able to raise funds sooner, more cost-effectively and proportionately than we otherwise would. This should also improve the quality of our supporters’ experience.

How do we use your information?

When we rely on consent to process your personal information for a particular purpose, we will seek consent at the point we first collect your information or, if you are an existing contact, before we use your information for that purpose.

We will give you the opportunity to choose your privacy preferences regarding the communications we send to you (see below – How do I Select Privacy Preferences?).

In some cases we will process your personal information without consent, provided we have legitimate



interest to do so and we respect your legal rights (e.g. in order to process a donation you have made). Credit card information is used only for payment processing and fraud prevention. Credit card information and other personal information required to process a credit decision is not used for any other purpose by us or our financial services provider and will not be kept longer than necessary for completing the transaction.

If you request to receive no further contact from us, we have a legitimate interest to keep some basic information in order to avoid sending you unwanted materials in the future and to ensure that we do not accidentally store details for the same person multiple times. If we did not retain this information then this could result in us contacting you again as we would no longer have a record of your request not to be contacted.

We will keep your personal data for no longer than is necessary for the purposes for which it is processed, in accordance with our Retention Schedule. This is 7 years for financial information, or 3 years after the last communication transaction.

Using our website

We may provide links to third-party websites for your convenience and information. If you access those links, you will leave our website. We do not control those sites or their privacy practices which may differ from our practices. The personal data you choose to provide to, or that is collected by these third parties, is not covered by this privacy statement.

Please note that any information that you post to a public bulletin board or chat room is accessible to all persons accessing that location. Mercy Ships UK is not responsible for any information you elect to submit in these venues or the use of such information.

Data Collection Tools

We use Data Collection Tools to collect certain standard information that your browser sends to our website, such as your browser type and language, access times, and the address of the website where you came from.

Our Data Collection Tools may also collect information about your Internet Protocol (IP) address, clickstream behaviour and product information. When a visitor requests a page from any of our websites, our web servers automatically recognise your domain name and IP address. The domain name and IP address reveal nothing personal about you other than the IP address from which you have accessed our site.

What are cookies and how do we use them?

From time to time, our website may send a "cookie" to your computer. A cookie is a small piece of data that is sent to your Internet browser and stored on your computer's hard drive. A cookie can't read data off of your computer hard disk or read cookie files created by other websites. We use cookies to identify which areas of our website you have visited, so the next time you visit us those pages may be readily accessible. You can choose whether to accept cookies by changing the settings of your Internet browser. You can reset your browser to refuse all cookies, or allow your browser to show you when a cookie is being sent. If you choose not to accept these cookies, your experience at our site and other websites may be diminished, and some features may not work as intended.

What are embedded web links and how do we use them?

Some emails from us may use links designed to lead you to a relevant area on our or other websites. The redirection system allows us to change the destination URL of these links, if necessary, and to determine



the effectiveness of our marketing initiatives. In emails, such web links may also allow us to determine whether you have clicked a link in an email, and this information about the interaction may be connected to your personal identity. If you do not want us to collect information about the links that you click, you can: (1) change your choice about how you receive communications from us (i.e. choose a text-based version of the message where available); or (2) choose not to click links in an email that we send.

How do we use Social Media Platforms?

You may choose to participate in the various blogs, forums, wikis and other social media platforms which we make available to you. The main aim of these social media platforms is to facilitate and allow you to share content. However, Mercy Ships cannot be held responsible if you share personal information on social media platforms that is subsequently used, misused or otherwise appropriated by another user.

We may also provide links to other social media platforms hosted by individuals or organisations over which Mercy Ships has no control. Mercy Ships makes no representations or warranties regarding the accuracy or any other aspect of the information located on external social media platforms. A link to a third party's website should not be construed as an endorsement of the third party, its websites or content shared on these social media platforms. We recommend reviewing the privacy policy of each third party site linked from our site to determine their use of your personal information.

Can children use our websites or online services?

Our websites, Social Media platforms and other online services are not intended for use by children. We understand the importance of protecting children's information, especially in an online environment, and we do not knowingly allow children to register or use our websites, Social Media platforms or online services.

Will we disclose the information we collect to outside third parties?

Mercy Ships will not sell, rent or lease your personal information to others except as described in this privacy statement.

We may share your personal information in the following ways:

- To enable our service providers and suppliers to deliver complete products, services and customer solutions and to assist us with marketing and communication initiatives (for example, our credit card processors, providers of customer support and live-help, email service providers, automated data processors, and shipping agents). All of our suppliers and service providers are required to keep confidential the information received on behalf of Mercy Ships and may not use it for any purpose other than to carry out the services they are performing for us.
- When you give us your permission to share your personal information with a specific third party.
- To comply with any applicable law, regulation, subpoena, or court order.
- To respond to authorised information requests from police and governmental authorities.
- To protect the personal safety of Mercy Ships volunteers, employees and third parties on Mercy Ships property.
- To prevent fraud or to enforce or protect the rights and properties of Mercy Ships.

How do I select privacy preferences?

You can opt out of receiving communications from us by:

- selecting the email "opt out" or "unsubscribe" link, or following the opt-out instructions included in each email communication;
- returning to our website and following the opt-out instructions; or
- contacting us (see below – How can you contact us?). Be sure to provide your name, email and



postal address, and specific relevant information about which communications that you no longer wish to receive.

Please note that when you opt out of receiving certain communications, it may affect the services you have chosen to receive from us where accepting the communications is a condition of receiving the services.

How do we keep your personal information secure?

The information we collect from you may be transferred to and stored at a destination outside the European Economic Area ("EEA"). It may also be processed by persons operating outside of the EEA. If we transfer your information outside of the EEA we will comply with all applicable data protection legislation to ensure that your personal information is protected. When data is transferred to an affiliated Mercy Ships Office transfer is covered by contractual clauses within our Association Agreement.

To prevent unauthorised access or disclosure, to maintain data accuracy, and to ensure the appropriate use of the information, Mercy Ships utilises appropriate physical, technical and administrative procedures to safeguard the information we collect. Mercy Ships uses Secure Sockets Layer (SSL) encryption when collecting or transferring sensitive information such as credit card information.

Your rights

Under certain circumstances, you have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Ask us to correct personal information** that we hold about you which is incorrect, incomplete or inaccurate.
- **Ask us to erase your personal information** from our files and systems where there is no good reason for us continuing to hold it.
- **Object to us using your personal information** to further our legitimate interests (or those of a third party) or where we are using your personal information for direct marketing purposes.
- **Ask us to restrict or suspend the use of your personal information**, for example, if you want us to establish its accuracy or our reasons for using it.
- **Ask us to transfer your personal information** to another person or organisation.

If you have given your consent to us processing your personal information, you have the **right to withdraw your consent** at any time. To withdraw your consent, please contact us (see below – How can you contact us?). Once we have received notification that you have withdrawn your consent, we will no longer process your personal information and, subject to our retention policy, we will dispose of your data securely.

Queries or complaints

If you have any questions about this privacy statement or if you are unhappy with the way we have processed your personal data, please contact our Risk and Compliance Manager (see below – How can you contact us?).

If you remain unhappy with how your complaint is dealt with you should contact the Information Commissioner's Office (<https://ico.org.uk/>). Alternatively, you are entitled to make a complaint to the Information Commissioner's Office without first referring your complaint to us.

How can you contact us?



Our postal address is:
The Lighthouse
Unit 12 Meadway Court
Rutherford Close
Stevenage
SG1 2EF
United Kingdom

You can also reach us by email at info@mercyships.org.uk or you can reach us by telephone at 01438 727800.