

Privacy Statement: Website Users

Why do we collect website users' information and how do we use it?

At Dorothy House there are lawful bases for the information that we process on those who use our website. This includes, but is not limited to, those who access information, update their contact preferences, book places on our events, make donations and shop for our goods.

One lawful basis for the collection of personal information from website use is that of “contract” so that we can do the following;

- Send engagement packs to those who register for events and activities via the website
- Deliver goods ordered through the Dorothy House website, administered by Shopify

Specifically we ask for your “consent” before we process personal information to help us do the following:

- Send digital newsletters to those who have requested a digital format via the website

We do process some personal data with regards to our website on the lawful basis of “legitimate interest” so that we can do the following:

- Analyse website traffic via Google

Processing information on the basis of legitimate interest means that DH deems it necessary and appropriate to collect this information for reasons that do not require your consent. However, you can object to data processing on this basis. See Your Rights section: <https://www.dorothyhouse.org.uk/your-rights/>

What personal information do we collect about our website users?

Based on the data processing reasons outlined above, the information below may be collected depending on a user's reasons for accessing the website:

Basic details (e.g. for event registration / buying goods / engagement packs responding to information requests): Name, postal / email address, telephone number.

Other: Details of purchases through Shopify, payment details, IP addresses and cookies.

Where do we store website users' information and for how long?

If you are buying goods, information collected from your use of our website may be collected and stored by Shopify. Payments are processed via Dublin and this is covered by the EU-US Privacy Shield Framework. This organisation in turn shares back with us the data collected on our behalf, so that we

can run our retail services.

Shopify retains all data records for the entirety of Dorothy House's contractual relationship with Shopify. If you do not wish Shopify to keep your information, please visit: <https://www.shopify.com/legal/privacy> and specifically point 14. Control over and access to your personal information.

If you are registering for an event or making an online donation, your data is held on a database hosted at Dorothy House. It is used alongside a fundraising and email marketing toolset, which stores and captures on-line events registration and donations for us. Payments are processed via the US and this is covered by the EU-US Privacy Shield Framework.

We retain all donation records for a minimum of 7 years to comply with HMRC and audit requirements. There are important organisational reasons for retaining fundraising donors' information longer than this, for example legacy records and statistical monitoring. If you do not wish us to keep your information longer than 7 years, please contact us.

We retain all Google analytics website data for 50 months. If you do not wish us to keep your information for this length of time, please see the section on 'How do I prevent being tracked by Google Analytics?'

We use cookies to help us serve you the right information

A small computer file known as a 'cookie' is placed on your computer when you use the Dorothy House website. It means that our system can learn from the content you view what content may be useful to you.

How we use cookies

Dorothy House may use cookies to:

- Store your preference information – the website can then curate more relevant information specifically for you.
- Analyse the website traffic using Google Analytics – this cumulative data ensures our goal of constant development to improve the overall user experience of the website.
- Recognise returning traffic to our website – we may therefore, display relevant content specifically to you or present previously used functionality.
- Identify if you are signed in to the website.

However, please be assured that Cookies do not allow us to access your computer or present any information about you, other than that you choose to share via your search engine browser preferences.

Site cookies

This site uses Google Analytics and so the following cookies are in use:

Cookie Name: `_ga` Use: This cookie is used by Google Analytics, a third party application (provided by Google) that we use to understand how visitors use our site. You can learn more about this cookie and what Google has to say about it, and others, by logging on to:

<https://developers.google.com/analytics/devguides/collection/gajs/cookie-usage>

Cookie Name: `notice` Use: This cookie is used to remember whether or not you have closed the notice which appears at the top of your browser to inform you of the use of cookies on this site. Once set, it is saved on your computer for 45 days or until you delete your cookies.

Cookie Name: `PHPSESSID` Use: This cookie is used to distinguish you from other users of the site. It is deleted as soon as you leave our website. We also use social media platforms such as Facebook and Twitter. Companies like these use cookies within their systems which may, depending on your privacy settings, allow us to access some information from your accounts.

You have the right to object to this tracking and to stop it happening.

How do I prevent being tracked by Google Analytics?

If you are uncomfortable with this tracking, you can take the following actions:

Use a tracking-blocker, such as Privacy Badger: <https://www.eff.org/privacybadger>

- Clear cookies after every browsing session
- Install the Google Analytics opt-out extension: <https://tools.google.com/dlpage/gaoptout?hl=en-GB>

Your rights re. Google Analytics

If you already have GA cookies, they will be updated with the latest information about your visit to the site. As we cannot access any personal data about you ourselves, we are not the Data Controller for your Google Analytics. You would need to contact Google directly for this information.

Controlling cookies

All web browsers have cookie settings. This will determine how our website uses these cookies. If you choose not to allow our website to store cookies on your device or computer you will need to amend your web browser settings to refuse cookies. Please be aware that making these changes could affect the functionality of our website for you. For example certain pages and services may appear unavailable to you. Our website issues cookies when you visit unless you carry out the web browser settings changes to refuse cookies.

Sharing personal information about service providers website and users with third parties

Dorothy House will never sell personal data to any third party.

We do share your data with organisations that work on our behalf or supply us with services that require your data in order to deliver these services. Companies that we work with include:

E-Commerce organisations (e.g. Shopify)

Email marketing service: We currently use Mailchimp to manage some of our requested email marketing and crucial information dissemination. Mailchimp stores its data in the US, although it complies with the EU-US Privacy Shield Framework and the Swiss – US Privacy Shield Framework. Mailchimp uses personal data for its own purposes. You can read Mailchimp's privacy information here: <https://mailchimp.com/legal/privacy/> . We are currently in the process of moving to a UK/EU hosted email marketing provider.