

WEBSITE PRIVACY POLICY

Breast Cancer Campaign, a company limited by guarantee (Company Number: 05074725) and a charity registered in England and Wales (Charity Number: 299758) and BCC Trading Limited (together the **Campaign**) operate this website (the **Site**) and we respect the privacy of individuals who use the Site.

Below we have set out how we use the information that you give us and how the Site operates. Definitions in respect of key data protection terms can be found by clicking [here](#).

Subject Information Statement

The Campaign processes your personal data (as defined by the Data Protection Act 1998 (the **1998 Act**)) for the following purposes:

- keeping you informed about our work; promotions and events run by the Campaign and third parties;
- achieving the charitable objectives and marketing of a charitable organisation;
- administration;
- fundraising;
- marketing and selling our products and those of any subsidiary or group company;
- statutory and legal compliance;
- using your photograph or a film image or sound recording of you to promote the Campaign or to advertise the objectives of the Campaign;
- transferring your personal data to any group or subsidiary company or any company with which we have a contractual relationship in respect of the collection of data, the fulfilment of services or the sale of products;
- transferring your personal data to carefully selected organisations with whom we have a relationship;
- transferring your personal data to HM Revenue and Customs;
- transferring your personal data to organisations that support the objects of the Campaign; and
- with your consent, to send you information about the Campaign by email in accordance with the Privacy and Electronic Communications (EC Directive) Regulations 2003.

We collect personal information from you when you communicate with us by any media. We may also collect personal data which relate to you from third parties

Sensitive Personal Information

Certain personal information is categorised by the 1998 Act as “Sensitive Personal Data” as defined by the 1998 Act.

In some circumstances, the Campaign provides you with the opportunity to inform us of your sensitive personal data, unless we are permitted to process such sensitive personal data under the provisions of the 1998 Act, we will ask for your consent. In general, the sensitive personal data collected by the Campaign is limited to information in connection with your physical or mental health or condition.

Anonymisation

The Campaign will also collect information to perform anonymised, statistical analysis of your interaction with the Site.

Permitted Processing

The Campaign ensures that it is permitted to process your personal data. If no statutory condition applies to the form of processing we undertake, we can only undertake such processing with your consent. You may withdraw your consent to our processing your personal data for some of the above purposes by writing to the address below.

If a statutory condition applies allowing the Campaign to process your personal data and you withdraw consent to process your personal data this will not necessarily mean that the Campaign ceases to process your personal data as it may, for example, be under a statutory duty to continue to process your personal data for some purposes e.g. to keep copies of commercial transactions for a minimum of seven years.

Any personal information you send to us will be treated in the strictest confidence.

The Campaign may continue to process your personal data after you have ceased to be connected with the Campaign or its events or we have sent you any information requested by you.

Sharing Your Information

In some circumstances the Campaign may be required by law to share sensitive personal data about you to a third party. Otherwise the Campaign does not share sensitive personal data outside of the companies forming the Campaign without your consent. Please note that you do not have to give specific consent and a failure to inform us that you do not want us to transfer your data will allow us to make a transfer. Your personal data may be shared as set out in the above purposes. If you do not wish us to share your personal data with any third party for marketing purposes, please write to us at the address below.

European Economic Area ('EEA')

Please note that information displayed on the Site or sent to the Campaign over the Internet may be transferred outside of the EEA, where data protection laws are not as strong as within the EEA. If you have any concerns in relation to such transfers, you should not use the Internet as a means of communication with the Campaign.

Monitoring of telephone calls and e-mails

Your telephone calls and e-mails to us may be recorded and monitored for quality control purposes. We may also intercept communications made to individual members of staff at the Campaign when this is required for business purposes.

Cookies

We may use technology to track the patterns of behaviour of visitors to the Site. This can include using a "cookie", pieces of information that are transferred to an individual user's hard drive for record keeping purposes.

At the present time the cookie we send to your computer stores only basic information which you enter into the Site, which may include your name, address, phone number and email address. It is possible for the Campaign to retrieve the information stored in the cookie, however this retrieval is unlikely at the current time.

Only information collected by cookies as specified in this section of our privacy policy is automatically collected from users of the Site. In the event that we do collect any personal data about visitors to the Site it is available only to the Campaign.

The cookies function by saving your passwords and site preferences. As a result it is possible to speed up your future activities at the Site and allow the Campaign to provide you with information specifically tailored to your interests. You can usually modify your browser to prevent this happening. The information collected in this way can be used to identify you unless you modify your browser settings. To modify your browser settings click on the help section of your Internet browser and follow the instructions.

Amendments

Please check this page periodically for changes as the Campaign reserves the right, at its discretion, to change, modify, add, or remove portions of the Privacy Policy and the Site at any time. Your continued use of the Site following the posting of any changes to this Policy will mean that you accept such changes.

Contact us

If you have any queries relating to this Statement, please feel free to contact us by letter at the following address:

Breast Cancer Campaign
Clifton Centre
110 Clifton Street
London
EC2A 4HT

Last revised: 10 July 2008

DEFINITIONS

Please find below definitions of some of the terms used in the above privacy policy for your information and assistance. Please note that for the purposes of these definitions a reference to a particular gender is a reference to all genders.

Processing

In the Act “processing” means obtaining, recording, or holding the information or data or carrying out any operation or set of operations on the information or data, including:

- organisation, adaptation or alteration of the information or data,
- retrieval, consultation or use of the information or data,
- disclosure of the information or data by transmission, dissemination or otherwise making available, or
- alignment, combination, blocking, erasure or destruction of the information or data.

Personal Data

Personal data are:

- any data from which the identity of a living individual can be determined, either by itself or with other data processed by data controller;
- any information such as name and address, email address, telephone number and general contact details, personal data includes images on film (e.g. CCTV images), photographs and telephone voice recordings.

Sensitive Personal Data

Sensitive Personal Data means personal data consisting of information as to:

- the racial or ethnic origin of the data subject;
- his political opinion;
- his religious beliefs or other beliefs of a similar nature;
- whether he is a member of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992);
- his physical or mental health or condition;
- his sexual life;
- the commission or alleged commission by him of any offence; or
- any proceedings for any offence committed or alleged to have been committed by him, the disposal of such proceedings or the sentence of any court in such proceedings.