

# Sofa Privacy Policy

We know that your privacy is very important to you.  
We promise that it is just as important to us.

## 1. How we collect personal information about you

We may collect personal information from you when you interact with Sofa. This may be when you phone us, go onto our website, email us, write via the post, or in person. Occasions when this could happen, are for example: if you enquire about our activities, register with us, make a donation to us, purchase something, apply for a job or volunteering opportunity, if you chose to provide some optional feedback or otherwise provide us with personal information, or have been referred to us by a third party helping agency..

## 2. What information do we collect?

The personal information we collect will include your contact details such as name, email address, postal address, and telephone number for donations and sales. Additional information will be collected for example if you wished to take up a volunteering activity or apply to become an employee.

We also gather general information about the use of our websites, such as which pages users visit most often and which services, events or facilities are of most interest. We may use this information to improve the way our websites are presented when users visit them, to make improvements to our websites and to ensure we provide the best service for users. We always use aggregated or anonymous information which does not identify individual visitors to our websites.

## 3. Cookies

'[Cookie](#)' is a name for a small file, usually of letters and numbers, which is download onto your device, like your computer, mobile phone or table when you visit a website.

They let websites recognise your device, so that the sites can work, or work better, and also gather information about how you use the site. A cookie, by itself, can't be used to identify you.

Currently we do not use any cookies on our website.

## 4. How do we use personal information?

We may use your personal information to:

- Provide you with the service you've asked us for, examples being the collection of donations or delivery of goods.
- Provide or administer activities relating to all our services: updating you with important administrative messages, to help us identify you when you contact us, and help us to properly maintain our records;

- Improve your experience with us. We may use your information to enhance the service that our staff provide, to fulfil your orders and gift aid declarations, to improve our information and communications, or to personalise the website to better suit your needs;
- Provide you with information about our plans. This may be letting you know about new or enhanced services that we hope will be useful and interesting to you, and may include fundraising updates; of course, we will only do this either with your consent, where we need to fulfil a contract or service with you, or where we believe you will expect to be updated and contacted by us. You can of course ask us at any time to change how we contact you, simply contact 'office@sofareuse.org'
- We may need to disclose your information if required to do so by law (for example, to comply with applicable laws, regulations and codes of practice or in response to a valid request from a competent authority); or, in order to enforce our conditions of sale and other agreements;

To do some of this, Sofa may share your information with our trusted partners and suppliers, but is always carried out under our instruction, and is never for their marketing approaches. We ensure that they store the data securely and delete it when it is no longer needed.

## **5. Your choices**

We'd like to keep our all valued supporters up to date with our progress. So, to update you on what we're doing and ask whether you'd be able to support us, where we are able to, we'd like to keep in touch with you (by post, phone, email, text and other electronic means) about our progress and how you can continue to help us in our environmental work.

Please be reassured that respect lies at the heart of everything our committed staff and volunteers do: we respect any information that you share with us and you can change your mind and remove or add your consent at any time, by simply contacting us on [office@sofareuse.org](mailto:office@sofareuse.org), writing to us or calling in person.

In cases where we may need to transfer and process your personal information outside the EEA, we will comply fully with our legal obligations and take all steps necessary to ensure that your personal information is treated securely and in accordance with legislation.

## **6. Who sees your personal information?**

The personal information we collect about you will be used by our staff (and volunteers) in Sofa so that they provide our services to you; also, by a few selected organisations that work with us or on our behalf to deliver our services; and possibly to legal and regulatory authorities if required to by law.

We will never sell or share your personal information with organisations so that they can contact you for any marketing activities. Nor do we sell any information about your web browsing activity.

## **7. Your Information Security**

We take the security of your personal information extremely seriously.

We've implemented appropriate physical, technical and organisational measures to protect the personal information we have under our control, both on and off-line, from improper access, use, alteration, destruction and loss.

And, we only keep it as long as is reasonable and necessary, which may be to fulfil statutory obligations (for example, the collection of Gift Aid).

Here are some of the ways we protect your personal information:

- Your personal information is kept securely in our databases and offices, or, where relevant, by our partners.
- Our website may contain links to other sites. While we try to link only to sites that share our high standards and respect for privacy, we are not responsible for the content or the privacy practices employed by other sites. Please be aware that advertisers or Web sites that have links on our site may collect personally identifiable information about you. This privacy statement does not cover the information practices of those websites or advertisers.
- Any debit or credit card details which we receive are passed securely to WorldPay our payment processing partner, according to the Payment Card Industry Security Standards.

## **8. Your communication with our teams at Sofa**

Your communications with Sofa (including by telephone or email) may be monitored and/or recorded for training, quality control and compliance purposes to ensure that we continuously improve our customer service standards.

## **9. How to update or access your personal information**

You may ask us at any time to update your details, correct or remove information you think is inaccurate by:

Writing: Sofa, Towles Building, Clarence Street, Loughborough,

Email [office@sofareuse.org](mailto:office@sofareuse.org) Tel: 01509 262 557

You also have a right to know what personal information Sofa holds about you.

To request a copy of your personal information we hold, contact us by:

Writing: Sofa, Towles Building, Clarence Street, Loughborough,

Tel: 01509 262 557 Email: [office@sofareuse.org](mailto:office@sofareuse.org)

## **10. Changes to our Privacy Policy**

Our Privacy Policy is reviewed regularly to ensure that it reflects how we use your information. Any changes will be notified to you by updating this Policy so please check this

Policy to see if any changes have been made that are important to you. Where appropriate, changes will be notified to you by email.

## **11. Who we are**

Here at Sofa, we are committed to protecting your personal information and to reassure you that that you have control over the information we store about you and what types of information you would like to receive from us.

For further information about our privacy practices, please contact us by:

- Writing to Mind, Sofa, Towles Building, Clarence Street, Loughborough,
- Calling us on 01509 262 557 • Emailing to [office@sofareuse.org](mailto:office@sofareuse.org)