

Privacy and Policy

Here at Your Charity Tree we are committed to protecting and respecting the privacy of your personal data. This privacy notice explains how your data is collected, used, transferred and disclosed by Your Charity Tree. It applies to data collected when you use our websites, iOS and android applications, when you interact with us through social media, email or phones. It covers:

- The personal data we collect
- How we collect your data
- How we use your data
- How we share your data
- Your rights
- Changes to this privacy notice
- How to contact us

Our commitment to you

We take the protection of your personal data seriously and will process your personal data fairly, lawfully and transparently. This privacy notice describes the personal data we are collecting about you and how it is used.

We will only collect and use your personal data for the following purposes, to:

- fulfil your order(s)
- keep you up to date with the latest Your Charity Tree events
- give you a better online experience
- help us to make our marketing more relevant to you and your interests
- improve our services
- meet our legal responsibilities

How we keep your data safe and secure

We have appropriate safeguards and security measures in place to protect your data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

The communication between your browser and our website uses a secure encrypted connection wherever your personal data is involved.

In the unfortunate event of a personal data breach, we will notify you and any applicable regulator when we are legally required to do so.

The personal data we collect

Personal data means any information about an individual from which that person can be identified. It does not include anonymised data, where the identity and identifying information has been removed.

While our website is designed for a general audience, we will not knowingly collect any data from children under the age of 13 or sell products to children. If you are under the age of 13, you are not permitted to use or submit your data to the website.

The following groups of personal data are collected:

- **Identity Data** includes information such as: first name, last name, business
- **Contact Data** includes information such as: email address, billing address, delivery address, location, country, telephone number
- **Financial Data** includes information such as: payment card details and bank account.
- **Transaction Data** includes information such as: details of your purchases and the fulfilment of your orders (such as basket number, order number, subtotal, title, currency, discounts, shipping, number of items, product number, single item price, category, tax etc.); payments to and from you and details of other products and services you have obtained from us, correspondence or communications with you in respect of your orders, and details of any rewards and bonuses awarded.
- **Technical Data** includes information such as: login data, your username and password, time zone setting and location,
- **Profile Data** includes information such as: purchases or orders made by you.

How we collect your data

We may collect personal data about you in the following ways:

- **Direct interactions** – you may give us your Identity, Contact, Financial, Transaction and Profile data (as described above) by filling in forms, entering information online or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide, for example, when you:
 - Create an account or purchase products on our website;
 - Subscribe to our newsletter, Charity Forest board, social media sites or create wish lists;

- Contact us with an enquiry or to report a problem (by phone, email, social media, or messaging service);

How we use your data

The legal basis for processing your personal data

We will only collect and process your personal data where we have a legal basis to do so. As a data controller, the legal basis for our collection and use of your personal data varies depending on the manner and purpose for which we collected it.

We will only collect personal data from you when:

- we have your consent to do so, or
- we need your personal data to perform a contract with you. For example, to process a payment from you, fulfil your order or provide customer support connected with an order, or
- the processing is in our legitimate interests and not overridden by your rights, or
- we have a legal obligation to collect or disclose personal data from you.

Uses made from your personal data

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To create an account and register you as a new customer (either directly or via social media).	<ul style="list-style-type: none"> ▪ Identity ▪ Contact 	<ul style="list-style-type: none"> ▪ Performance of a contract with you
To process and deliver your order including: recording your order details; keeping you informed about the order status; process payments and refunds, collect money owed to us; and automated decision making to assist fraud prevention and detection.	<ul style="list-style-type: none"> ▪ Identity ▪ Contact ▪ Financial ▪ Transaction 	<ul style="list-style-type: none"> ▪ Performance of a contract with you ▪ Necessary for our legitimate interests (e.g. to recover debts due to us) ▪ For automated decision making we consider that fraud detection and prevention is in our legitimate interests to ensure that fraudulent transactors are unable to

benefit from our services and in the legitimate interest of the public as whole due to the impact of fraud on the consumer market; we also consider it a necessary element of entering into a contract with you that we are able to verify your identity and prevent fraud.

To manage our relationship with you, including: providing you with any information, products and services that you request from us; notifying you about changes to our services, terms and conditions or privacy notice; asking you to leave a review or take a survey.

- Identity
- Contact
- Profile
- Marketing and Communications

- Performance of a contract with you
- Necessary for our legitimate interests (to keep our records updated and to study how customers use our products and services)

To administer, protect and improve our business and our website/app, including: troubleshooting, data analysis, testing, system maintenance, support, data analysis, reporting and hosting of data; setting default options for you, such as language and currency.

- Identity
- Contact
- Profile
- Technical
- Transaction
- Marketing and Communications

- Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, and to detect and prevent fraud)
- Necessary to comply with a legal obligation

To deliver relevant website content, online advertisements and information for you; and measure the effectiveness of the advertising provided.

- Identity
- Contact
- Profile
- Usage
- Marketing and Communications

- Necessary for our legitimate interests (to study how customers use our products and services, to develop them, to grow our business and to inform our marketing strategy)

	<ul style="list-style-type: none"> ▪ Technical 	
<p>To use data analytics to: improve our website, products, services, marketing, customer relationships and experiences;</p> <p>and for market research, statistical and survey purposes.</p>	<ul style="list-style-type: none"> ▪ Technical ▪ Usage 	<ul style="list-style-type: none"> ▪ Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
<p>To inform or remind you by email of any task carried out via our website which remains uncompleted, such as incomplete orders or abandoned baskets.</p>	<ul style="list-style-type: none"> ▪ Identity ▪ Contact ▪ Usage 	<ul style="list-style-type: none"> ▪ Necessary for our legitimate interests (to improve the shopping experience of our customers)