

Launchpad Privacy Policy

How Launchpad Reading uses your information

This policy tells you what to expect when Launchpad Reading collects personal information. It applies to information we collect about:

- Visitors to our website
- Email marketing
- Social media
- Supporters and donors
- Our fundraising promise
- Other information

Visitors to our website

When you visit www.launchpadreading.org.uk we use Google Analytics to collect standard internet log information and details of visitor behaviour patterns. We do this to track interest on specific pages, see how the site is being used and look at how we can make improvements to the site. The information is only processed in a way that doesn't identify anyone. We do not make, and do not allow Google to make, any attempts to find out the identities of those visiting the Launchpad Reading website. If we do ever try and link our cookies and tracking information, we will explain why and what we intend to do with it.

Use of cookies by Launchpad Reading

What is a cookie?

A Cookie is a small data file of letters and numbers that is downloaded from our website by your computer. We use these cookies to help provide you with a good experience when browsing our website and they also allow us to improve our site. Cookies are not programs and don't collect any data from your computer.

How we use Cookies

Our website uses 'analytical' Cookies which recognise and count the number of visitors to our website and also allow us to see how visitors move around the site when they are using it. This helps us to improve the way our website works, for example by ensuring that users are finding what they are looking for easily.

The information that we gather through these Cookies is completely anonymous and visitors to our website cannot be identified personally.

Third party and social media site Cookies

Please note that our other online partners and social network sites, such as Facebook and Twitter, may also use Cookies, over which we have no control. Please check the website of the relevant third party for information on their Cookie policy.

Controlling and deleting Cookies on your computer

All browsers allow you to manage which Cookies you accept reject and delete via controls found under the 'Preferences' or 'Tools' menu. Please note however that if you disable our Cookies you may not be able to access certain services or facilities on our websites and your use of our site may be restricted.

WordPress

The Launchpad Reading website is built with WordPress, it's hosted by Go Daddy via our IT supplier MFG Communications who are contracted as a data processor for Launchpad Reading. Our website uses standard WordPress services to collect anonymous information about users' activity on the site, for example the number of users viewing pages on the site and how long they spend on a given page. We do this to monitor and report on the effectiveness of the site and help us improve it.

Email marketing

Newsletter

We use a third party provider, Mailchimp to deliver our monthly email newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our email newsletter.

We send our email newsletter so that you can find out more about our work, our fundraising and how you can support us. We only send our email newsletter to supporters who have opted in to receive email marketing from Launchpad. You may have subscribed to our email newsletter via an online form on our website or Facebook, by verbally opting in when on a visit to Launchpad or when in conversation with one of our staff or via a third party for example when choosing to support Launchpad via a donation website i.e. JustGiving, Virgin Money Giving or Localgiving. We'll never sell or share your details.

You can unsubscribe at any time from our email marketing [here >](#)

Social media

People who contact us via social media

If you send us a private or direct message via social media the message will be stored on that social media platform, as such you should not submit sensitive personal data through it. Instead outline the general details of your request and a member of staff will respond or direct you to someone who can help. Your message will not be shared with any other organisations.

Supporters and donors

Thank you for all of your kind help and support to prevent homelessness in Reading. We aim to respect your wishes through our contact with you and give you confidence about what we do to protect your data. You are important to us and we value every contribution in whichever way you choose to support us, we want you to have choice and control over your relationship with us.

People who email us

Any email sent to us, including attachments, may be monitored and used by us for reasons of security and monitoring compliance with office policy. Email monitoring and blocking software can apply if an email triggers one of our built in safeguards. Launchpad Reading uses a third party Mimecast to provide security and backup services for Launchpad Reading email.

Emails you send us may be stored against your contact record in our CRM (customer relationship management) system thankQ so we have a record of communication between Launchpad and yourself and can manage that relationship as best we can.

Our promises to you

- To ask, listen to and act on your wishes so that you value your relationship with and communications from Launchpad Reading and if you don't wish for such a relationship then all you need to do is say. We will not put undue pressure on you to support us. If we get things wrong, we will say sorry and put things right.
- To communicate with you according to your wishes. We will make it clear and easy for you to choose how to hear from us. You are free to request a copy of the information we have about you at any time. To do this, please get in touch by emailing fundraising@launchpadreading.org.uk
- To protect your information. Any details you share with us will be used by Launchpad Reading only for our own purposes. We will never give, sell or rent your information to other organisations for their marketing purposes.

Collecting your information and protecting your privacy

In the process of making a donation, signing up to our communications, and/or making an enquiry to Launchpad Reading, you may have provided us with personal information. This may include your name and address, your contact details, your birthday or age.

When you supply information to us, we are legally obliged by the General Data Protection Regulation 2018 to ensure that the information you have provided is only used for the purpose for which it was supplied, and to ensure that the data is kept securely.

How your information helps us to achieve more

At Launchpad Reading, we use your information to provide you with the services or information you have requested, for administration purposes and to further our charitable aims, including fundraising activities.

We also use it for our communications to you - for example, by updating you through our communications, such as our monthly email newsletter, we can show you how your support impacts on the lives of the people we help. We may also send you invites to local events or tell you about campaigns or local volunteering opportunities that may be of interest to you.

We may also use the personal information we have on our database thankQ and, on occasion, collect publicly available information, so that we can carry out our fundraising activity and to contact you in the most appropriate way, with the most relevant information.

Protecting your information

When you give Launchpad Reading personal information, we do all we can to ensure that it is treated securely. For further information please see the above sections on email and our email newsletter. Once we have received your information, we will take reasonable steps and all other precautions required by law to protect that information from misuse and loss and from unauthorised access, modification or disclosure.

If required to do so by any applicable law, Launchpad Reading may need to disclose some or all of your personal information to the level to which we are legally required to comply.

Updating, correcting, or deleting personal information

We encourage you to decide how you would like us to communicate with you, so that we can improve, take action and prevent any mistakes.

If you ever wish to change your personal information, contact preferences or request a copy of the data we have about you, please contact our fundraising team fundraising@launchpadreading.org.uk or call 0118 929 1146. You can also write to us at Fundraising, Launchpad Reading, The Stables, 1a Merchants Place, Reading RG1 1DT.

Our Fundraising Promise

When you donate to Launchpad you can give with confidence. We abide by the codes of practice and guidelines set out by the Institute of Fundraising and Charity Commission. We have been long-term members of the Fundraising Standards Board, now the Fundraising Regulator and in addition we make the following promises:

[View our Fundraising Promise here >](#)

Other information

Changes to this privacy statement

Launchpad Reading reserves the right to remove or amend this privacy statement from time to time. If we decide to replace or change it, we will update the statement on this page to reflect the changes made and therefore we encourage you to visit this page frequently to stay informed. Your continued use of the Launchpad Reading website following the posting of a new statement will indicate your acceptance of the new statement or changes made.

Thank you so much for your support.

To see the full scope of activities Launchpad Reading is engaged in you can see our entry on the Information Commissioner's Office Register of Data Controllers: Listing Z7445089.

Data Protection Officer

Launchpad Reading has a Data Protection Officer who is tasked with upholding the rights of everyone we collect information about, and ensuring we meet our responsibilities to keep your information safe and use it appropriately.

If you would like to ask questions about how your information is used, or raise a concern you can contact the Data Protection Officer at enquiries@launchpadreading.org.uk.