

Ambitious about Autism

Email marketing privacy notice

About this document

This privacy notice explains how Ambitious about Autism (AaA) collects, uses and shares your personal data, and your rights in relation to the personal data we hold via Mailchimp or equivalent. This privacy notice concerns our processing of the personal data of our supporters and your rights under the GDPR legislation that supersedes the Data Protection Act.

Your data

We may collect the following types of personal data about you:

Contact and communications information, including:

- Your name.
- Your contact details (depending on what you provide for us e.g. email address, telephone number).
- When you provided us with your contact details and how.
- Your interests, with your permission and where relevant.
- Your location (based on the country you opened your communication in).
- Records of communications and interactions we have had with you.
- What you click on in our emails, how many emails you open, and when.
- What email client you use e.g. mobile (iPhone, Android) or desktop (Google Chrome).

Individual rights

All our subscribers can update their information by contacting us, Mailchimp or updating their preferences in any email they receive from us.

How we use your information

The purposes for which we may use your personal data collected in connection with your support for us include:

- To keep you informed of progress and developments in the work of AaA, including new services, events, campaigning and information.
- Offering you opportunities to participate in event fundraising for AaA such as marathon running, parachute jumps and other unique events that may become possible for you to be involved in.

Processing and storing data

We process your data when you have consented to receive our email marketing. We have policies and mechanisms in place for you to give and withdraw consent.

The information we collect about you is processed using Mailchimp. Mailchimp stores data in the US. We have made an “adequacy decision” (an adequacy decision

is a decision by the European Commission that an adequate level of protection exists for the personal data in the country, territory, or organization where it is being transferred) that the Privacy Shield framework MailChimp participates in is sufficient. Mailchimp have certified its compliance to the Privacy Shield framework, and they are committed to treating all personal data received from EU member countries in accordance with the Privacy Shield framework's applicable principles.

Mailchimp expects that EU customers will be able to continue to rely on MailChimp's Privacy Shield certification to transfer their lawfully obtained personal data to MailChimp under the GDPR.

Privacy policy

Mailchimp has its own Privacy Policy, which you can find here:

https://mailchimp.com/legal/privacy/?_ga=2.32630845.264927648.1525794111-1723405695.1518433040

Our Privacy Policy:

<https://www.ambitiousaboutautism.org.uk/privacy-policies>

Sharing your information with others

We do not share data processed through our fundraising activities – including email marketing – with third parties.

How long your information is kept

When we have an ongoing relationship with you as a supporter of our work we will keep information about you on our database to optimize our communications with you following the standards set out in this document. As and when you decide that you no longer wish to maintain the relationship with AaA we will respect your wishes and minimise the data we hold on you. GDPR does allow us the opportunity to anonymise and pseudonymise supporter information which is useful to use for our planning. In this instance the process is irreversible and your aggregated data will not be traceable back to you.

If you unsubscribe, then we will no longer contact you and your information will be deleted.

Your rights

Under the Data Protection Act you have the following rights:

- To obtain access to, and copies of, the personal data that we hold about you.
- To require that we cease processing your personal data if the processing is causing you damage or distress.
- To require us not to send you marketing communications

Under GDPR with effect from 25th May 2018:

- To require us to correct the personal data we hold about you if it is incorrect.
- To require us to erase your personal data.

- To require us to restrict our data processing activities (and, where our processing is based on your consent, you may withdraw that consent, without affecting the lawfulness of our processing based on consent before its withdrawal).
- To receive from us the personal data we hold about you which you have transmitted to us, in a portable format specified by you, including for the purpose of you transmitting that personal data to another data controller/organisation.
- To object, on grounds relating to your particular situation, to any of our particular processing activities where you feel this has a disproportionate impact on your rights. You have a right to lodge a complaint with the Information Commissioner.
- If you have given your consent and you wish to withdraw it, please contact the Data Protection Officer using the contact details set out below.

Contact and complaints

If you have any queries about this privacy notice or how we process your personal data, or if you wish to exercise any of your rights under applicable law, you may contact the Data Protection Officer via:

- Email: dsebastian@ambitiousaboutautism.org.uk
- Telephone: 020 8815 5444
- Post: The Pears National Centre for Autism Education
Woodside Avenue
London
N10 3JA

If you are not satisfied with how we are processing your personal data, you can make a complaint to the Information Commissioner.

You can find out more about your rights under applicable data protection legislation from the Information Commissioner's Office website available at www.ico.org.uk

Collecting your data

All the contacts in our database (stored by Mailchimp are imported via an API after being captured on our website or imported through a .CSV file at a later stage (see subscribed contacts).

Only people who opt-in to receive emails from us by ticking the box will be imported into Mailchimp. Non-subscribed contacts are not imported into Mailchimp. The date, time and method in which they subscribe are recorded on Mailchimp as an audit trail.

They are subscribed to our mailing list using single opt-in. A contact fills out our signup form, clicks submit, and their information is saved to our list.

1. Our contacts

We have the following types of contacts in our mailing list:

- **Subscribed contact**

Someone who opts-in to receive our email marketing campaigns.

All subscribers are added to our list in a couple of ways:

1. By filling in a form on our website with the sole purpose of receiving email updates from us every month.
2. By filling in a form on our website and ticking a box to say they wish to receive information about other areas of our work for example signing up to a fundraising event or participating in a campaign
3. By filling in a paper form at an event or training session where they tick a box saying they wish to receive information about our work. They will then be imported by being typed into a .CSV file and imported into Mailchimp.

If contacts remain “inactive” i.e. they do not open any of our emails for two years, then they will be unsubscribed. This will happen on an annual basis.

- **Unsubscribed contact**

Someone who was opted in to receive our email marketing campaigns but has since opted-out.

All people who receive emails from us have the option to unsubscribe at the bottom of every email.

- **Cleaned contact**

A non-deliverable email address, for example a hard or soft bounce. Cleaned addresses can't receive future email campaigns from us.

About this version of the privacy statement

This privacy notice was drafted in spring 2018 and approved in May 2018. It is due to be reviewed in May 2019.

The following is a description of the entities that make up the public facing AaA:

AaA,(the data controller) is a charitable company limited by guarantee registered in England with registered number 03375255 having its registered office at The Pears National Centre for Autism Education, Woodside Avenue, London N10 3JA, and which is registered with the UK Information Commissioner's Office with registration number Z5753824, is the data controller of your personal data and is subject to the General Data Protection Regulation (GDPR) as of 25th May 2018, replacing the Data Protection Act 1998.

The Ambitious about Autism Schools Trust (AaAST) is a multi-academy trust that run and support the development of new special schools to enable children and young people with autism to learn, thrive and achieve. It was previously known as the Autism Schools Trust.

The Ambitious about Autism Schools Trust is an exempt charity and company limited by guarantee.