

## **PURPLE LEAF PRIVACY STATEMENT AND POLICY**

### **Who we are?**

Purple Leaf ([www.purpleleaf.org.uk](http://www.purpleleaf.org.uk)) is a trading name of [West Mercia Rape and Sexual Abuse Support Centre](#).

### **Our Privacy Principles**

We will look after any personal information that you share with us. This is central to our values as an organisation. We want everyone who comes to us for information or our services to feel confident about how any personal information they share will be looked after or used.

You can be confident that:

- We only use personal information in the ways we need to and that is expected of us.
- We will make it easy for you to tell us how you want us to communicate with you, including how to opt out from future communications. We promise your request will be respected straight away.
- We will never release your information to organisations outside Purple Leaf for their marketing purposes.
- We take all reasonable care to safeguard your personal information through security policies and secure business processes.
- We will always provide easy ways for you to contact us. Our Data Protection Officer is happy to answer any queries you have, at any time.

### **Purple Leaf Privacy Policy**

#### **How we collect personal information about you**

We may collect personal information from you when you interact with Purple Leaf. There are many occasions when this could happen, for example: if you enquire about our activities, register with us, ask a question about our services, training courses or education programmes, apply for a job, or provide us with personal information. This information may be collected by phone, via our website, through the post, or in person.

#### **What information do we collect?**

The personal information we collect might include your contact details such as name, date of birth, email address, postal address, telephone number, as well as information you provide in any correspondence between us.

We also gather general information about the use of our website, such as which pages users visit most often and which services, events or facilities are of most interest. We may also track which pages users visit when they click on links in Purple Leaf emails. We may use this information to personalise the way our website is presented when users visit, to make improvements to our website and to ensure we provide the best service for users. Wherever possible we use aggregated or anonymous information which does not identify individual visitors to our website.

#### **Safer Streets e-Learning**

In order to access and make use of the e-learning, you are required to create a user account. Some

generic information is asked for in relation to: age, gender and profession. This is to monitor engagement with the product and may inform amendments and improvements to future content. Similarly, it may be used to feed back to partners, in terms of trends to improve a variety of services. This data is grouped and not associated at the individual or account level. It is your choice as to whether you wish to provide this information.

If you are a taxi driver/applying to be one, there is a required field in respect of your current license number/application number. This is used to directly inform Warrington Licensing of the completion of the package and to streamline the update of their records.

On completion of the e-Learning there is a series of questions in relation to understanding your experience and whether the package has met it's learning objectives. These questions are used to inform changes to the content and seek to improve the overall experience.

Purple Leaf are a data controller as we are collecting this data from you.

Cheshire Constabulary Office of the Police and Crime Commissioner are also a data controller.

Indegu (Indegu | Bespoke e-Learning and Learning Management System Services) are the data processor. Their privacy policy can be found here: [Privacy Policy - Indegu](#).

## **Cookies**

'Cookie' is a name for a small file, usually of letters and numbers, which is downloaded onto your device, like your computer, mobile phone, or tablet, when you visit a website. Cookies 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, cannot be used to identify you.

## **How do we use cookies?**

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find most useful. A cookie does not give us access to your computer or any information about you.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## **How do we use personal information?**

We may use your personal information collected via our website for a variety of purposes described below:

- To request feedback on the user journey of our website.
- To protect our service, keeping it safe and secure.
- To help inform decisions that may improve the website's usability.
- To understand user requirements for support.
- To inform decisions that have the potential to improve sexual violence support services.
- To feedback to partner organisations on the number of website referrals and most popular searches/pages.

- To send you marketing and promotional communications.
- For other business purposes such as data analysis, identifying usage trends, etc.

If you provide us with any sensitive personal data by telephone, email or by other means, we will treat that information with extra care and always in accordance with this Privacy Policy.

Your personal information and details of the enquiries received are stored on a secure database for no longer than is necessary. We carry out periodic deletion of data.

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

The personal information we collect about you will be used by our staff at Purple Leaf so that they can support you; and possibly to legal and regulatory authorities if required to by law.

We will never sell or share your personal information with organisations. Nor do we sell any information about web browsing activity.

### **Your information security**

We take the security of your personal information extremely seriously. We have implemented appropriate physical, technical and organisational measures to protect the personal information we have under our control, both on and offline, from improper access, use, alteration, destruction, and loss.

We only keep your personal information for as long as is reasonable and necessary.

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

- If you provide personal information to us online, that information is encrypted for protection on transmission to us. Encryption is the process through which sensitive information is scrambled before it is transmitted, so that it remains private even if it is intercepted.
- If you provide personal information to us offline, it is kept securely in our databases and offices.
- Our website may contain links to other websites. 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 these other sites. Please be aware that websites that have links on our site may collect personally identifiable information about you if you visit their site. This privacy statement does not cover the information practices of those websites.

All personal data is collected and stored securely in accordance with the principles of the Data Protection Act 1998.

### **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 contacting us. You also have a right to know what personal information Purple Leaf holds about you. To update any details or request a copy of your personal information we hold, contact us by the following:

Writing: Purple Leaf, PO Box 240, Worcester, WR1 2LF

Email: [enquiries@purpleleaf.org.uk](mailto:enquiries@purpleleaf.org.uk)

Should you wish to close your account associated with the e-learning, please contact:

[support@indegu.co.uk](mailto:support@indegu.co.uk)

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