



## **Buy Social Scotland Privacy Policy**

### **Introduction**

Welcome to the Social Enterprise Scotland's privacy policy for our Buy Social Scotland website.

Social Enterprise Scotland (collectively referred to as "**we**", "**us**" or "**our**" in this privacy policy) respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our Buy Social Scotland website <https://www.buysocialscotland.com/> ("**our website**") and tell you about your privacy rights and how the law protects you.

### **Purpose of this policy**

This privacy policy aims to give you information on how we collect and processes your personal data when you use our website or make enquiries via email or by post, including any data you may provide through this website when you sign up to our #BuySocialScotland campaign online.

It is important that you read this privacy policy together with any other privacy policy or fair processing policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy policy supplements other notices and privacy policies and is not intended to override them.

### **Who are we?**

We are the controller for the purposes of relevant data protection legislation in respect of the personal information that we hold about you. We are responsible for safeguarding your personal data which we process as a consequence of your interaction with our website.

### **Your personal information – what is it?**

Personal information or personal data, relates to a living individual who can be identified from that information, either by that single piece of information or by combining it with another piece of information that we hold or might hold in the future. Personal information could include things like your name, address, email address or internet protocol (IP) address.

### **How and why do we collect your personal information?**

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data where you have provided us with your consent to do so and/or it is necessary for our legitimate interests (or those of a third party) and your interests and your fundamental rights do not override those interests.

The type of information we collect depends on the way you interact with our website.

- i. When you provide your personal information in order to receive news and updates about our #BuySocialScotland campaign, we collect your information on the following basis:



INFORMATION	WHY WE COLLECT IT AND HOW LONG WE RETAIN IT	LEGAL BASIS
<b>Information you provide to us:</b> Email address.	We collect this information in order to provide you with all the latest information on our #BuySocialScotland campaign, including some marketing. For example, we might promote new products that have been uploaded to our gift directory, share our latest ethical insights via our blog or make you aware of upcoming Buy Social Scotland events.  Unless we receive a request to unsubscribe, we will retain this personal information, for as long as we deem fit to ensure we can provide you with the information.	We will only process this information where you have provided us with your consent to do so i.e. by voluntarily supplying us with your personal email address (there is no obligation to do so).
<b>Information you provide to us:</b> Photos, videos or other media content	We collect this information which shall be retained by us on a database and will be used for the purposes of creating a library of member content that we shall use for marketing and/or promotions.  We will retain this data for a period of three years from the time you provided it.	We process this information on the basis of Consent.

- ii. When you provide your personal information via our dedicated contact form, by emailing us directly or sending mail to our address, with a general message or query, we collect your information on the following basis:

INFORMATION	WHY WE COLLECT IT AND HOW LONG WE RETAIN IT	LEGAL BASIS
<b>Information you provide to us:</b> Name, Email address, Phone number (optional), and any other personal information that you provide to us as part of your message or query.	We collect this information in order to respond to your message, usually in answer to a query in relation to our website, the #BuySocialScotland campaign or Social Enterprise more generally.  We will retain this personal information for a period of no more than 5 years from the time that you provided it to us.	We process this information on the basis of our legitimate interests, being to respond to those users who are actively engaging with our website in order to respond to any messages and/or answer any queries they might have about our website or the #BuySocialScotland campaign.

- iii. If you're a social enterprise interested in being featured on our gift directory and contact us via one of the methods on our website, we collect your personal information on the following basis:

INFORMATION	WHY WE COLLECT IT AND HOW LONG WE RETAIN IT	LEGAL BASIS
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	IT	
<b>Information you provide to us:</b> Name, Email address, Phone number (optional), and any other personal information that you provide to us as part of your message or query.	<p>We collect this information in order to facilitate the addition of your business and/or products to our gift depository, provided you meet the criteria of being a social enterprise.</p> <p>More information on this can be found here: <u><a href="#">What is Social Enterprise? - Social Enterprise Scotland</a></u></p> <p>We will retain this personal information for as long as we see fit, to ensure the appropriate marketing of your business and/or products. If your business and/or products no longer feature on the website your personal information shall be deleted within a year.</p>	<p>We process this information on the basis of our legitimate interests, being to add new businesses and products to our website, where they meet the appropriate criteria.</p>

## Who do you share it with?

We share your personal information with the following third parties:

- MailChimp – MailChimp provide marketing automation services. We will provide MailChimp with your email address to enable MailChimp to send out our email communications.
- Microsoft – we use the Microsoft services Outlook and Sharepoint - our email service, storage of contact details and data storage are hosted by Microsoft. Personal information which is transmitted to or by us by email will therefore be hosted by Microsoft.

## Where do you store my information?

The information we collect from you may be stored inside the UK or outside the UK.

If you live or work outside of the UK, we may need to transfer your personal data outside of the UK to correspond with you. Where this applies, we will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy notice.

We also transfer data outside the UK where our service providers host, process, or store data outside the UK. Where we do this, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- The country to which the personal data will be transferred has been deemed to provide an adequate level of protection for personal data by the Secretary of State.
- Where we use certain service providers, we may use specific contracts approved by the Secretary of State, which give personal data the same protection it has in the UK.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the UK.

## Changes to the privacy policy and your duty to inform us of changes



We keep our privacy policy under regular review and if a review of the policy has taken place, we undertake to update this to the website as soon as practicable.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

### **What about Third-party links?**

Our website is designed to include various links to third-party websites. This is due to the nature of our website. It is a gift depository which directs users to third-party websites where they can buy products and services from businesses which help to deliver positive impact around social and environmental objectives in their local communities. Clicking on the links incorporated into our website may allow third parties to collect or share data about you. We do not control these third-parties or their websites and are not responsible for their privacy policies or procedures. We encourage you to read the privacy policy of every website you visit. We are not liable for any misuse of your personal data when you leave our website.

### **Can I opt out of Marketing emails?**

We do not distinguish between marketing or non-marketing emails as we are not selling any ethical products via our website. Instead, we are signposting these products for those that have expressed an interest in our #BuySocialScotland campaign. However, we do strive to provide you with choices regarding certain personal data uses, particularly around marketing. All emails and communications from us will contain an unsubscribe option, and consequently we shall take you off our mailing list.

### **And Cookies?**

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see [\[LINK\]](#).

### **Your rights and your personal data**

You have certain rights under data protection legislation which can be exercised by contacting us at: Social Enterprise Scotland, Thorn House, 5 Rose Street, Edinburgh, EH2 2PR, by calling us on 0131 243 2650 or by emailing [admin@socialenterprise.scot](mailto:admin@socialenterprise.scot), including:

- the right to access the personal data held about you by making a subject access request in accordance with data protection legislation;
- the right to have your personal data rectified if it is inaccurate or incomplete;
- the right to request to have your personal data deleted in certain specific circumstances;
- the right to request to restrict the processing of your personal data in certain specific circumstances;
- the right to ask us not to process your personal data for marketing purposes or for purposes based on our legitimate interests;
- the right to ask us to not undergo automated decision making;



- the right to request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you; and
- where you have provided consent, to request to withdraw such consent at any time.

There are some exceptions to the above rights that are permitted under the data protection legislation. Please note that if you choose to exercise your rights to have personal data restricted or deleted, then we may not be able to provide you with a full service.

### **No fee usually required**

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive, or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

### **What we may need from you**

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

### **How long will you take to respond?**

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

### **Our Contact details**

If you have any questions, comments or requests regarding your personal information, please contact us using the below information:

Full name of legal entity: Social Enterprise Scotland (SC294227)

Email address: [admin@socialenterprise.scot](mailto:admin@socialenterprise.scot)

Postal address: Thorn House, 5 Rose Street, Edinburgh, EH2 2PR

Telephone number: 0131 243 2650

You have the right to make a complaint at any time to the Information Commissioner's Office ("ICO"), the UK regulator for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.