

## Privacy and Data Protection information for website

### Who we are

CASK Research UK is a registered charity no. 1197434 (England and Wales) and is registered at 33 Finchdean Road, Rowland's Castle, Hampshire, PO9 6DA.

All entities are wholly owned and controlled by CASK Research UK.

We are registered with the Fundraising Regulator and follow their best practice code: [Code of Fundraising Practice](#).

Our website is [www.caskresearch.org](http://www.caskresearch.org)

When visitors leave comments on news posts on the site we may collect the comment but not the IP address or personal details. Your comments will be open to the public. You may ask for your comment to be removed by contacting [admin@caskresearch.org](mailto:admin@caskresearch.org)

You can download a copy of our data protection policy [here](#).

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CASK Research Foundation take your privacy very seriously. By using the site and services you agree to the terms of this privacy policy. CASK Research UK respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you use our website (regardless of where you visit it from), and tell you about your privacy rights and how the law protects you.

### What data do we collect?

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). We may collect, use, store, and transfer different kinds of personal data about you which we have grouped together follows:

- Identity Data includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth, and gender.
- Contact Data includes address, email address, and telephone numbers, and location data (country, latitude, and longitude where this is provided to us by a third party whose app you are using).

- Technical Data includes internet protocol (IP) address, your login data, browser type, and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
- Profile Data includes your username and password, your interests, preferences, feedback, and survey responses.
- Usage Data includes information about how you use our website, products, and services marketing and communications data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share Situational Data, such as how you use the content, and Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

### **How do we collect your data?**

We use different methods to collect data from and about you. You directly provide CASK Research UK with most of the data we collect, including through:

**Direct interactions.** You may give us your Identity, Contact and Medical data by filling in forms or by corresponding with us by post, phone, email, or otherwise. This includes the personal data you provide when you:

- apply for our products or services;
- Register with the UK CASK registry
- Register with the Counting CASK census
- subscribe to our service or publications;
- request marketing to be sent to you;
- enter a competition, promotion or survey; or give us some feedback.

**Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions, and patterns. We collect this personal data by using cookies, server logs, and other similar technologies.

### **Legal basis for data collection**

Under the GDPR regulation there are six legal bases under which we may process your personal information. We use four out of the six legal bases to collect and process personal information. The legal basis under which we collect personal information is:

- Consent for processing has been given by the data subject
- Processing is necessary to perform a contract with the data subject
- There is a legal obligation to process the data
- The processing is done to carry out a legitimate interest and such interest won't infringe on the right, freedom or interest of the data subject.

### **How will we use your data?**

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where it is necessary for our legitimate interests (e.g. the UK CASK registry) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation

Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to collecting your health data. You have the right to withdraw consent at any time by contacting us.

### **How do we store your data?**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, volunteers and contractors who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality. Procedures have been constructed to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Data submitted to the UK CASK Registry is stored on our WordPress website's database. We ensure this is kept secure by having up to date plugins, using strong passwords, having regular backups, and using a reputable host.

### **How long will we use your personal data for?**

By law, we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data if ever applicable) for six years after they cease being customers for tax purposes. In some circumstances you can ask us to delete your data: see [The right to erasure] below for further information. In some circumstances, we may anonymise your personal data (so that it can no longer be associated with you) for research

or statistical purposes in which case we may use this information indefinitely without further notice to you.

### **What are your data protection rights?**

Our organisation would like to make sure you are fully aware of all of your data protection rights. You have the right to:

- The right to access – You have the right to request our organisation for copies of your personal data. 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 may refuse to comply with your request in these circumstances.
- The right to rectification – You have the right to request that our organisation correct any information that you believe is inaccurate. You also have the right to request our organisation to complete information you believe is incomplete.
- The right to erasure – You have the right to request that our organisation erase your personal data, under certain conditions.
- The right to restrict processing – You have the right to request that our organisation restrict the processing of your personal data, under certain conditions.
- The right to object to processing – You have the right to object to our organisation's processing of your personal data, under certain conditions.
- The right to data portability – You have the right to request that our organisation transfer the data we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us. 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.

**THIRD-PARTY MARKETING** We will get your express opt-in consent before we share your personal data with any company outside of CASK Research UK for marketing or research purposes.

**OPTING OUT** You have the right at any time to stop our organisation from contacting you for marketing/research purposes. If you no longer wish to be contacted for marketing/research purposes, please email [info@caskresearch.org](mailto:info@caskresearch.org) or follow the appropriate unsubscribe links attached to our newsletters.

Where you opt-out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service usage, product/service experience or other transactions directly with us.

#### THIRD-PARTY SUPPLIERS

**Mailchimp:** We use Mailchimp for our distribution lists and contact forms and an admin in CASK Research UK has access to these lists. Click [here](#) for Mailchimp's privacy policy.

The distribution lists are stored on a secure Mailchimp server. They do not, under any circumstances, sell the distribution List.

**Elementor:** We use Elementor secure plugins on our website. More information can be found [here](#) and Elementor's privacy policy can be found [here](#).

### Cookies and Similar Technologies

**WHAT ARE COOKIES** Cookies are small files stored on the user's computer by the web browser whilst browsing a website. Cookies are a reliable mechanism for websites to remember stateful information or to record the user's browsing activity. Cookies set by the website owner (in this case, CASK Research UK) are called "first party cookies". Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like interactive content and analytics). The parties that set these third party cookies can recognise your computer both when it visits the website in question and also when it visits certain other websites. For further information, visit [allaboutcookies.org](http://allaboutcookies.org).

In addition to cookies, we and our partners use other tracking technologies that collect information about the user's browsing activity, or interaction with our services, including mobile identifiers and "web beacons" which are small graphic files (sometimes called "clear GIFs" or "web pixels") embedded in a web page or email typically used to monitor activity and send relevant information back to a home server (which can belong to the host site, a network advertiser or some other third

party) From now on in this policy we will use the term cookie to refer to both cookies and other tracking tools.

**HOW DO WE USE COOKIES** We use cookies in a range of ways to improve your experience on our website, including:

- Storing your preferences, known as functional cookies. These are allowed under current regulations.
- Understanding how you use our website. These we allow you to opt out of in accordance with your preferences.

**HOW TO MANAGE YOUR 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.

**WHAT TYPE OF COOKIES DO WE USE** There are a number of different types of cookies, however, our website uses:

- **Functional cookies** – Our organisation uses these cookies so that we can recognise you on our website and remember your previously selected preferences. These could include what language you prefer and whether you are willing to allow web analytics to gather data about your usage within the site. A mix of first-party and third-party cookies are used.
- **Web Analytics** – To collect and analyse information about how you interact with our website. A mix of first-party and third-party cookies are used.

#### **WHAT COOKIES ARE FOUND ON OUR SITE**

**Elementor:** We use Elementor on our site to build the platform on WordPress. To enhance the experience Elementor may set Cookies to remember preferences and other information. <https://elementor.com/>

**YouTube:** YouTube is a free video sharing website. We use YouTube to store our videos as it's a common platform to use. YouTube is a Google subsidiary. YouTube cookies serve purposes such as personalized display and cybersecurity. <https://policies.google.com/privacy>

Processing your personal data for web analytics, such as cookies, helps us to identify what is working and what is not on our website. For example, it helps us identify if the way we are communicating is engaging or not, and how we can organise the structure of the website better. By processing your personal data, you can benefit from an improved website. Without the data, we would not be able to provide you the service we are currently offering to you.

**Jotform:** We use Jotform as our form builder and to collect personal data. You can read Jotform's privacy policy [here](#). Where data is deemed sensitive personal data (e.g. medical data) we use Jotform's capabilities to encrypt the data. Jotform stores our form data (form fields and input and data inputted in those fields), in some cases using third party server providers such as Amazon Web Services and Google Cloud. CASK Research Foundation have chosen Jotform as their form builder of choice in part due to their security measures. You can read more on this [here](#).

#### **Changes to our privacy policy**

Please check the privacy policy on our website from time to time, as we may make changes to it to reflect the changes which we make to our practices in order to keep up to date with industry requirements and recommended practices. 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.

**How to contact us**

If you have any questions about our organisation's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us:

- Email us at [info@caskresearch.org](mailto:info@caskresearch.org)
- Or write to us at: CASK Research, 33 Finchdean Road, Rowlands Castle, PO9 6DA

**How to contact the appropriate authorities**

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority 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.

Last Updated and/or reviewed: April 2024

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