

## Privacy policy

As of May 2018 European Law requires that we inform you about the way we use information we collect and we invite you to read it when you sign up to our newsletter.

### **Purpose of policy**

We are committed to protecting your personal information and being transparent about what information we hold about you. Using personal information allows us to develop a better understanding of our audience and in turn to provide you with relevant and timely information about the work that we do. As a charity, it also helps us to engage with potential donors, friends and supporters.

The purpose of this policy is to give you a clear explanation about how we collect and use the information we collect from you. We use your information in accordance with all applicable laws concerning the protection of personal information.

### **This policy explains:**

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Our use of cookies to improve your use of our website
- Information about how we keep your personal information secure, how we maintain it and your rights to be able to access it
- If you have any queries about this policy, please contact the Data Protection Officer at Rutu Foundation or email [info@rutufoundation.org](mailto:info@rutufoundation.org)

### **Rutu Foundation for Intercultural Multilingual Education**

R.J.H. Fortuynstraat 185  
1019 WK Amsterdam, The Netherlands  
+31 20 789 2562

### **Who we are**

The Language Friendly School is a programme of the Rutu Foundation for Intercultural Multilingual Education,

a non-profit foundation registered as a charity in the Netherlands, recognized as an organisation for the general benefit (Algemeen Nut Beogende Instelling – ANBI). It is funded by intergovernmental organisations, foundations, trusts and individual donors and supporters.

### **Information collection**

We collect various types of information and in a number of ways:

#### **Information you give us**

For example, when you subscribe to our e-newsletter via our website or make a donation, we'll store personal information you give us such as your name, email address, postal address, telephone number.

#### **Information about your interactions with us**

When we send e-newsletter our system records who has opened them and which links within the message they have clicked on. This is purely to see how effective our outreach is in terms of the percentage of the database who opened the message, and whether they then followed the various links.

#### **Information from third parties**

We receive no information about you from third parties and will never pass your information on to any third parties, apart from if the following reason should apply. Where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

#### **Sensitive personal data**

Data Protection law recognises that certain categories of personal information are more sensitive such as health information, race, religious beliefs and political opinions. We never collect this type of information about our supporters.

## Legal basis

There are three bases under which we may process your data:

### Consent

When you sign up to our news feed via our website or give us your personal business card you are giving us consent to the processing of your personal data for one or more specific purposes, for example receipt of our newsletter, receipt of press releases, or announcements for events.

### Contract purposes

When you purchase a publication from us, for example, you are entering into a contract with us. In order to perform this contract, we need to process and store your data. For example, we may need to contact you by email or telephone in the case of cancellation of a purchase, or in the case of problems with your payment.

### Legitimate interests

In certain situations we collect and process your personal information for purposes that are in our legitimate organisational interests. However, we only do this if there is no overriding prejudice to you by using your personal information in this way. We describe below all situations where we may use this basis for processing:

- Sending organisational information to you – such as e-newsletters, press releases, annual reports or similar information.
- Filing gift aid claims (where applicable).

### With your explicit consent

For any situations where the above three bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

### Marketing communications

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as your geographical location. We use your given consent and our legitimate organisational interest as the legal bases for communications by post and email. In the (very rare) case of postal mailings, you may object to receiving these at any time using the contact details at the end of this policy. If you do opt to be added to our database, or are already included within our database we will provide you with an option to unsubscribe in every email that we subsequently send you, or you can alternatively

use the contact details at the end of this policy. Please bear in mind that this does not apply to telephone calls that we may need to make to you related to your purchase of a publication, or in the conduct of normal organisational (also known as business-to-business) work activities.

### Cookies

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function as well to provide website operators with information on how the site is being used. We use cookies to identify how the website is being used and what improvements we can make.

### Maintaining your personal information

The only personal information we store is your name, address, email, and telephone numbers. We may also keep a record of which publications you have requested. For gift aid purposes we also keep a record of any donations you make to the Rutu Foundation. Please contact us if you have any questions about the personal information we hold.

### Security of your personal information

We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible. We will not pass on your information to third parties.

### Your rights to your personal information

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected. Please use the contact details at the end of this policy if you would like to exercise this right.

### Contact details and further information

Please get in touch with us if you have any questions about any aspect of this privacy policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests.

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