



Data Processing Policy

Policy Lead	Executive Leaders
Audience	Anyone who engages with the the Grassroots Trust
Formally endorsed by	Trustees
Last updated	January 2019
Next Review	January 2020

Introduction

- 1.1 The Grassroots Trust holds and processes information relating to “our people” and those they serve.
- 1.2 “Our people” (as defined in our “Code of Conduct) refers to employees, consultants, volunteers, interns and those working under our name – whether serving in the UK or overseas. We also aim to ensure that organisations and individuals with whom we work reflect our values. Accordingly, the term “our people” also applies to individuals with whom the organisation has a close association, such as staff or volunteers serving with our partners around the world delivering support, advice & help to those in need. These partner organisations may have slightly different policies in this area in order to fit with local law and standards but we expect them to adhere to roughly the same standards, particularly where it relates to when their people are working with or providing services to people on behalf of the Grassroots Trust.
- 1.3 This policy sets out the principles which we apply in processing personal data of our people. It also sets out the obligations of our people to personal data we hold or process.
- 1.4 This policy sets out how we will meet our obligations under UK Data Protection Legislation – as well as the expectations on our people to ensure that we safely and securely process information they share with us, especially information that is sensitive in nature.
- 1.5 This is one of a number of policies and other documents (In particular our “**Privacy Notice**” – see below) designed to support good practice in information governance and security, as well as ensuring we meet legal requirements. We recommend that this policy is read in conjunction with these other policies and notices.

2 Policy statement

What is Personal Data?

2.1 This policy relates to ‘personal data’. Personal data means any information relating to an identified or identifiable person (“data subject”) who may be identified, directly or indirectly by reference to an

identifier such as a name, an identification number, location data, online information (e.g. an IP address).

2.2 Special category data (also known as sensitive personal data) is any data which by its nature is particularly sensitive. This would include personal data relating to or including racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic data, biometric data, data concerning health, sex life or sexual orientation.

Data Processing Principles

2.3 Under Article 5(2) of the GDPR we are required to demonstrate compliance with the data protection principles. These are:

- Lawfulness, fairness and transparency
- Limitation
- Minimal processing
- Accuracy
- Storage period limitation
- Integrity and confidentiality
- Accountability

2.4 Personal data must be processed lawfully, fairly and in a transparent manner. We need to be clear about the purpose or purposes for which we hold personal data so that we can then ensure that we process data in a way that is compatible with our original purpose. The lawful basis for processing are:

- Consent: the individual has given free, clear and unambiguous consent for you to process their personal data for a specific purpose.
- Contract: the processing is necessary to perform a contract, or because they have asked you to take specific steps before entering into a contract.
- Legal obligation: the processing is necessary for you to comply with the law (note: this is separate to contract obligations).
- Vital interests: the processing is necessary to protect someone's life.
- Public task: the processing is necessary for you to perform a task in the public interest or for your official functions, and the task or function has a clear basis in law.
- Legitimate interests: the processing is necessary for your legitimate interests or the legitimate interests of a third party unless there is a good reason to protect the individual's personal data which overrides those legitimate interests. Legitimate interests is different to the other lawful bases as it is not centred around a particular purpose (i.e., performing a contract with the individual, complying with a legal obligation, protecting vital interests or carrying out a public task), and it is not processing that the individual has specifically agreed to (consent). Legitimate interests is more flexible and could in principle apply to any type of processing for any reasonable purpose. Because it could apply in a wide range of circumstances, it puts the onus on you to balance your legitimate interests and the necessity of processing the personal data against the interests, rights and freedoms of the individual taking into account the particular circumstances. This is different to the other lawful bases, which presume that your interests and those of the individual are balanced. For guidance on legitimate interests please speak to the Information Governance team. Information on conducting a 'Legitimate Impact Assessment (LIA) can be found in section 3.19.

2.5 Personal data must be collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes. In other words, there are clear limitations on how we can use information.

2.6 Personal data must be adequate, relevant, and limited to what is necessary in relation to the purposes for which they are processed. We will anonymise personal data wherever possible to reduce the risks to the data subjects concerned.

2.7 Personal data must be accurate and, where necessary, kept up to date; reasonable steps must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified in a timely manner.

2.8 Personal data must be kept for no longer than is necessary for the purposes for which the personal data are processed, see the records management policy for more information.

2.9 Appropriate technical or organisational measures must be adopted to ensure security of personal data, including protection against accidental or unlawful destruction, loss, alteration, unauthorized access to, or disclosure.

2.10 We are committed to accountability in our work. Under GDPR, we are responsible for and are required to be able to demonstrate compliance with these principles.

3 Data protection standards

3.1 We are committed to meeting our obligations under data protection legislation complying with the data protection principles and ensuring data is processed fairly. We will:

- 3.1.1 Observe the law and abide by the principles of the data protection legislation.
- 3.1.2 Only use personal data in ways relevant to carrying out our legitimate purposes and functions as a charity and in ways that are not harmful to the interests of individuals. Data Subjects will be informed about how we will use their data at the time of collection and, where it is appropriate, will be asked to provide consent to use data by way of signed consent form.
- 3.1.3 Take due care in the collection and storage of all personal and special category data. Data about individuals will be kept secure with appropriate physical security procedures or through controls over the computer network as set out in the information security policy.
- 3.1.4 Work to ensure that our people understand their responsibilities under data protection legislation and abide by it when processing data, through appropriate training and guidance.
- 3.1.5 Our people will keep data accurate, timely and secure. Data will be retained in accordance with our records management policy and related retention schedules.
- 3.1.6 Keep notifications/ registrations with the Information Commissioner's Office (ICO) up to date.
- 3.1.7 Appoint a dedicated Data Protection Officer (DPO) as required by the data protection legislation.

Privacy Notices

3.2 Either before or at the time of collection of any personal data by us, we are required to inform data subjects about what kind of personal data we collect, the reason for collecting the data, the purposes of the processing, the legal basis which we are relying on, the data subjects' rights in relation to that data, security measures taken in relation to data, whether we transfer data to third parties, the retention period and any potential transfers of data outside of the EEA.

3.3 We provide this information to data subjects in our **Privacy Notice**. We will ensure that the Privacy Notice is kept up to date.

Data Subject Rights

3.4 Data Subjects are entitled to the following rights and we agree to honour those rights and comply with requests made by data subjects under those rights:

- **The right to be informed**
Data subjects have a right to know about our personal data protection and data processing activities, details of which are contained in our Privacy Notice.
- **The right of access**
Data subjects can make what is known as a Subject Access Request (“SAR”) to request information about the personal data we hold about the data subject (free of charge, save for reasonable expenses for repeat requests). For more on SARs please refer to the Subject Access Request Guidelines and Procedure
- **The right to correction**
Data subjects have a right to require that any incomplete or inaccurate information is corrected.
- **The right to erasure (the ‘right to be forgotten’)**
Data subjects have a right to require that we remove data we hold about them, unless we have reasonable grounds to refuse the erasure.
- **The right to restrict processing**
Data subjects can request that we no longer process their personal data in certain ways, whilst not requiring us to delete the same data.
- **The right to data portability**
Data subjects can ask us to provide copies of personal data we hold about them in a commonly used and easily storable format.
- **The right to object**
Unless we have overriding compelling legitimate grounds for such processing, data subjects may object to us using their personal data for direct marketing purposes (including profiling) or for research or statistical purposes, and may also object if we are processing their data on the grounds of pursuit of our legitimate interests.
- **Rights with respect to automated decision-making and profiling**
Data subjects have a right not to be subject to automated decision-making (including profiling) if those decisions have a legal (or similarly significant effect) on the subject. This may not apply if the automated processing is necessary for us to perform our obligations under a contract, is permitted by law, or if explicit consent has been provided.
- **Right to withdraw consent**
If we rely on consent to process a data subject’s personal data, the data subject can withdraw their consent at any time. Even if a data subject has not expressly given their consent to our processing, they also have the right to object (see above).

3.5 We are required to provide data subjects with a reasonable access mechanism to enable them to access their personal data, and must allow them to update, rectify, erase, or transmit their personal data, if appropriate or required by law.

3.6 When requests to access, correct, amend or destroy personal data records are received, we must ensure that these requests are handled within a reasonable time frame and the time frames specified in

the data protection legislation. The Information Governance team must also record the requests and keep a log of these.

Authority for Processing Data

3.7 Data processing will only be allowed where there is a clear rationale for the activity. If you are undertaking the processing of personal data and you do not believe it is within the scope of the relevant provisions in our Privacy Notice, please contact the Information Governance team for advice and support.

Special Category Data

3.8 Where special category personal data is being collected, the safeguarding officer/s must make sure that the Privacy Notice explicitly states the purpose for which this sensitive personal data is being collected. The explicit consent of the Data Subject will be required to process this data unless the safeguarding officer/s agrees otherwise in extraordinary circumstances.

3.9 Special category data (sensitive data) will only be processed under strict conditions, including:

- Having the explicit consent of the individual;
- Being required by law to process the data for employment purposes;
- Needing to process the information in order to protect the vital interests of the data subject or another.

Consent

3.10 Whenever personal data processing is based on the data subject's consent we must retain a record of such consent. We will ensure that their consent (whenever consent is used as the lawful ground for processing) can be withdrawn.

3.11 Personal data must only be processed for the purpose for which they were originally collected. In the event that we wish to process personal data for another purpose, we may require the consent of the data subject concerned.

Children

3.12 Where collection of personal data relates to a child under the age of 16, and we are relying on consent to process that data, we must make reasonable endeavours that parental/guardian consent is given prior to the collection.

Disclosures

3.13 We will not allow data collected from subjects to be disclosed to third parties except in circumstances allowed by data protection legislation (i.e., where data is required to be disclosed as part of a criminal investigation). The safeguarding officer/s should be contacted for support and advice on disclosure to third parties.

Transfer of Data to Third Parties

3.14 If we are using any third-party supplier or business partner to process personal data on our behalf, we are responsible for ensuring that the processor has agreed to adopt security measures to safeguard

personal data that are appropriate to the associated risks.

3.15 We will also require that certain protections required by the GDPR are included in the contract with that supplier, including that:

- the supplier provides an adequate level of data protection;
- the supplier will only process personal data in accordance with our instructions or to carry out its obligations to us and not for any other purposes.

3.16 If we are processing personal data jointly with an independent third party, we must explicitly agree with that third party our and their respective responsibilities in the relevant contract.

Transfer of Data outside of the EEA

3.17 Before transferring personal data out of the European Economic Area (EEA) we must make reasonable endeavours that adequate safeguards are in place which may include the signing of a relevant agreement or ensuring that an adequacy notice is in place. Before transferring personal data outside of the EEA you must check with the safeguarding officer/s whether or not the transfer meets relevant requirements.

Data Protection Impact Assessments

3.18 In order to maintain compliance with data protection legislation it is important that we identify early whether any new systems, processes, services or projects are likely to impact on data protection. Whenever data is being moved, stored or saved our people must consider whether there are any data protection implications.

Legitimate Impact Assessment

3.19 When relying on legitimate interest as the lawful basis for processing data, you must prepare a document and file it with the local team office that explains why this use of data can be justified as being a “legitimate interest”. This process and documentation helps determine whether that is appropriate and documents the outcomes of the assessment to serve as evidence for your decision to rely on legitimate interest.

4 Responsibilities

4.1 The owner of this policy on behalf of the Trustees are the Executive leaders, who maintain overall legal, compliance and information governance responsibility relating to personal data.

4.2 The Executive Leaders are responsible for being champions of data protection good practice in the organisation and ensuring compliance with the Policy across the work of the charity and our partners.

4.3 The organisational leaders on data protection are the Executive Leaders who are responsible for ensuring maintenance and implementation of this policy, advising on data protection issues and providing support when requested

4.4 Team leaders, trip administrators and partner organisation leaders are responsible for ensuring compliance with the policy within their areas of responsibility.

4.5 All of our people have a responsibility to meet the obligations in this policy.

5 Training and support

5.1 This policy supports effective risk management by setting out our data protection standards. We take all possible steps to protect information we hold and to minimise the risks associated with accidental disclosure of any confidential personal or sensitive information we hold.

5.2 We will provide training (from training suppliers) to any of our people who need training in data protection in order for us to comply with this policy as an organisation.

5.3 Any of our people who become aware that they need training in any area that relates to the use and protection of data will be encouraged to make us aware of the training need, to suggest ways they can receive that training and to expect the time and resources to receive that training.

6 Monitoring and compliance

6.1 Regular internal audits on compliance with all information governance policies will be undertaken by the UK staff team. Audit findings will inform organisational improvement needs in relation to information security.

7 Reporting

7.1 Data protection and/or information security incidents should be reported to the executive leaders and at the next trustees meeting.

8 Review and maintenance

8.1 This policy was last reviewed in January 2019 and is next scheduled for review in January 2021. It will be updated earlier as required.

The Grassroots Trust, 8 Meadow Way, Rowledge, Farnham, Surrey GU10 4DY Tel: 01252 792387 Mobile: 07899 894199

website: www.grassroots.org.uk e-mail: admin@grassroots.org.uk

GRASSROOTS is a Christian charity based in the UK.

England & Wales Registered Charity No: 1060034 and Scottish Registered Charity No: SCO46121



Privacy notice

The Grassroots Trust is a Christian charity serving children, families and communities, registered in the England and Wales (1060034) and Scotland (SC046121).

This Privacy Notice explains what to expect when the Grassroots Trust collects and uses your personal information. We encourage you to read this notice carefully and if you'd like to learn more about our data protection and privacy policies or get further clarification, please contact our friendly team and we will be happy to assist.

Address: Data Protection Officer, the Grassroots Trust, 8 Meadow Way, Rowledge, Farnham, Surrey GU10 4DY

Phone: 01252 792387 or Email: admin@grassroots.org.uk

OUR PROMISE

The Grassroots Trust is committed to respecting your privacy and ensuring the personal information you have entrusted to us is held securely. We process personal information in accordance with the Data Protection Act 1998 and the Privacy & Electronic Communications Regulations 2003. These laws will be updated in May 2018 to strengthen your rights to privacy and give you control over the personal information that organisations hold about you.

Subjects covered are:

- How we collect personal information
- The personal information we collect
- Why we collect your personal information
- Credit and debit card payment information
- Marketing permissions
- Fundraising
- Sponsorship rate
- Who we share your information with
- How long we keep your data
- Your information rights and choices
- Reporting concerns or compliments
- Changes to this privacy notice
- Cookies

HOW WE COLLECT PERSONAL INFORMATION

We collect personal information in the following ways:

Directly from you when you:

- Make the generous decision to become a sponsor of a child living in extreme poverty;
- Make a donation;
- Register for an account on The Grassroots Trust website;
- Visit our website. Please see our Cookies section for more information;
- Sign up to become part of our incredible family of volunteers;
- Sign up on our website to receive updates for one or more of our projects;
- Register to visit our Grassroots projects overseas;
- Request for resources to share about Grassroots;
- Contact us with an enquiry;
- Complete a survey;
- Are a church leader and/or have a key role in a church working in partnership with The Grassroots Trust;
- Act as a Grassroots advocate and go to events of meetings to represent The Grassroots Trust;
- Register to host a Grassroots event;
- Agree for you, your child or a child for whom you are the guardian to be sponsored by a supporter of The Grassroots Trust;
- Apply for a job to join our great team.

From other sources:

- When you register to sponsor a child through our global Grassroots partners, and you live in the UK or Ireland, the administration of your sponsorship experience will be processed by The Grassroots Trust;
- We may use the Royal Mail's postcode finder, National Change of Address update (NCOA®) or the electoral roll, to check the accuracy of the address we hold;
- Information made available publicly by Charity Commission, Companies House or information that has been published in newspapers and articles. Please read more about how we use this information in the Fundraising section.

The personal information we collect

- Personal identifiers such as your title, name and year of birth;
- Contact details including postal address, post code, email and telephone number;
- Financial information such as your bank details;
- Whether you are a UK tax payer;
- The event location where you registered to sponsor a child;
- Family, spouse or friends, when you are sponsoring jointly as part of a supporter group;
- Letters you write to your sponsored child;
- Records of your contact with us.
- For children who are to receive sponsorship we collect annually names, family names, address, age, school attended, school year, state of housing, preferences and aspirations, prayer requests, messages to sponsors, drawn pictures, written letters, photographs and written permission from the young person, parent or guardian to pass this information to the child's sponsor

Sensitive personal data

The Data Protection Act recognises some information as 'sensitive personal data'. This includes, but is not limited to, information which reveals your religious beliefs, health issues, race or ethnic origin.

The Grassroots Trust is a Christ-centred organisation committed to preserving its Christian ethos. Where necessary and consented to, we may collect details about your church affiliations and personal faith.

Additionally, we collect details about any health concerns or disability. This may be to make the necessary arrangements for travel overseas visiting a Grassroots partner project or where you have disclosed this so we can meet any additional customer service requirements.

We also receive prayer requests and the information may reveal sensitive personal data. As a Grassroots family, we share and pray for these needs at our internal group prayer sessions.

The Grassroots Trust will always treat any sensitive personal data we process with greater care and process the information in accordance with the Data Protection Act.

WHY WE COLLECT YOUR PERSONAL INFORMATION

- For the administration of the child sponsorship programme. The benefits of becoming a sponsor include; sending you information about your sponsored child; their registered project; other relevant life events; child letters; responding to your queries and acknowledging the gifts you give. The sponsorship experience also includes receiving notifications about your sponsored child's birthday so that you can send a birthday card and/or gift for your child. There are instances where a sponsored child departs the programme for a number of reasons. We will promptly notify you and ask that you consider sponsoring another child who we will link you with.
- To process the monthly sponsorship payment and any other donations.
- To reclaim tax on Gift Aid donations, if applicable.
- To verify that you are over 18 and if not, obtain permission from your parent/guardian to process your information or accept any regular donations.
- To enable us to take greater care when engaging with our older supporters.
- To provide information about your sponsored child and the opportunity to write and receive letters electronically.
- When you visit our website, we may gather information about which pages you visit to help us improve and provide you with the best service.
- To determine and improve the effectiveness of our website and marketing campaigns.
- To organise and coordinate Grassroots fundraising events such as running, cycling and mountain biking.
- To create and steward effective partnerships with UK Churches and with Grassroots advocates.
- To keep you informed about our work. Please see more details in the Marketing Permissions section.
- To enable us to contact you with relevant and the most appropriate information. Please see more details in the Fundraising section.
- To manage and coordinate our volunteers.
- For compliance with employment law and other statutory requirements.

CREDIT AND DEBIT CARD PAYMENT INFORMATION

When you make a donation to us via paypal online or in other ways (although we cannot take credit card payments in person or over the phone at the present time), The Grassroots Trust ensures that this is done securely and in accordance with the Payment Card Industry Data Security Standard. All credit or debit card details are entered directly into the PayPal system and never recorded or stored in any of our systems on completion of your transaction. Remember; don't send an email with any credit or debit card details.

MARKETING PERMISSIONS

We love sharing news about how your support is changing the lives of children, families and communities in the name of Jesus. This includes sending you information about our work, news, appeals, campaigns, events, information on volunteering and prayer requests.

Email and text marketing:

We will ask for your permission to contact you by email or text for marketing purposes.

Postal marketing:

From time to time we may send you information about our work unless you have told us you would prefer not to receive this information by post. If you have registered with the Mail Preference Service (MPS), we will only send you marketing communication by post if you have given us permission to do so.

Telephone marketing:

We may call to update you on the vital work we are doing. If you have registered your number with the Telephone Preference Service (TPS), we will only make marketing calls to you if you have given us permission to do so.

The Grassroots Trust is committed to respecting your choice to receive marketing information. You can update your permission and contact preferences at any time by:

- Calling our friendly team on 01252 792387
- Emailing admin@grassroots.org.uk
- Clicking the 'unsubscribe' link included in each email communication we send

FUNDRAISING

The Grassroots Trust delivers vital interventions beyond the needs addressed through child sponsorship. This includes the survival of vulnerable carers and their infants, providing safe water and sanitation facilities, malaria nets, life-saving surgery, helping families to secure a more stable income, vocational skills training, HIV and AIDS education, testing and prevention, secure and appropriate housing and child protection.

Fundraising is essential for The Grassroots Trust to make a lasting difference in the lives of people in need. To fundraise more efficiently and steward our resources with integrity and excellence, we may sometimes conduct research to gain a better understanding of our supporters. This is very rare and would be used to help us to personalise our funding requests for supporters with the interest and ability to support our non-sponsorship interventions. The research may involve compiling information you've provided to us with general information from:

Publicly available sources

This may include information found from sources such as Companies House and other information that has been published in articles/newspapers.

Social Media

You may give permission for your information to be viewed publicly depending on your settings or the privacy policies for social media and messaging services like LinkedIn.

Third party research organisations

We may use third party organisations to research and provide us with general publicly available information about you.

Important note: You can contact us at any time to opt-out of your personal information being processed in this way by emailing admin@grassroots.org.uk or calling us on 01252 792387.

SPONSORSHIP RATE

At the Grassroots Trust, we are passionate about ensuring we are good stewards of the resources God has given us. To help us meet the rising costs of the programme, The Grassroots Trust may increase the child sponsorship rate to ensure that we are making a difference in the lives of the children we serve. We will notify you of any changes to the sponsorship rate and the options you will have in those circumstances.

WHO WE SHARE YOUR INFORMATION WITH

The Grassroots Trust is a partner with a number of organisations in countries around the world. These partner organisations deliver the benefits that Grassroots donations provide fund to the children, families and communities in their care. We will only share personal information which is either consented to, necessary to fulfil the sponsorship experience/delivery alternative gifts or to coordinate visits to our overseas child development programmes. The only information about donors or sponsors that is shared with partner organisations is their name and any letters, photos or messages they ask Grassroots to send to those they are sponsoring/supporting financially. The Grassroots Trust is committed to ensuring that its overseas partners have adequate levels of data protection safeguards when processing your personal information.

The Grassroots Trust never sells information to other charities or organisations nor does it share information with organisations – except as described above with the partner organisation that deliver those benefits that Grassroots funds.

We may also share your personal information with trusted third parties where it is necessary to provide products you have requested from us (such as child letters) or where they are contracted to develop or maintain our systems.

We monitor information security compliance and have written contracts which obligate our partners or third party providers to process your personal information only on our instructions and in accordance with applicable data protection and privacy laws.

The Grassroots Trust and any of its affiliate entities may be under duty to disclose your personal information where required in order to comply with any legal obligation.

HOW LONG WE KEEP YOUR DATA

The Grassroots Trust will only keep your personal information for as long as it is required and in accordance with statutory requirements. For example, HMRC requires that we keep a record of your name, address and Gift Aid declaration for six years from the date of your last donation. Where the information is no longer required, we will ensure that it is disposed of in a secure manner.

If you have indicated that you do not wish to hear from us in the future, we will keep the minimum information necessary to ensure we avoid contacting you any further.

YOUR INFORMATION RIGHTS AND CHOICES

The Data Protection Act (DPA) gives you the right:

- To request in writing and securely obtain copies of the personal information The Grassroots Trust holds about you.
- To correct or update your personal information processed by The Grassroots Trust.
- To request The Grassroots Trust to stop using your personal information for marketing purposes or for any other purpose where there is no legal requirement for continued processing.

The Privacy and Electronic Communications Regulations (PECR) gives you the right:

- To choose whether or not to receive marketing communication from us by email, text or telephone. Please see the Marketing Permissions section for more information about how to change or update your contact permissions and preferences.
- To know about the cookies The Grassroots Trust uses, so that you can decide whether to give us permission to store a cookie on your device. Please see the Cookies section for more information.

For more information about your information rights visit www.ico.org.uk

Reporting concerns or compliments

Please contact us if you wish to raise a concern about The Grassroots Trust's handling of your personal information, or compliment what you think we have done well.

You also have the right to lodge a complaint with the Information Commissioner's Office about how we manage your data.

CHANGES TO THIS PRIVACY NOTICE

The Grassroots Trust will review our privacy notice regularly. The terms of this notice may be updated at any time for example, in the event of changes in law and how we operate. Please do check our website from time to time. If there are any significant changes in the way we

process your personal information, we will provide a prominent notice on our website or send a notification. This notice was last updated in March 2018.

Thank you from everyone at Grassroots for your amazing support.

COOKIES

Cookies are small text files that are placed on your computer by websites that you visit. The Grassroots Trust uses cookies to enable our website to function effectively, to improve your experience and to determine and improve the effectiveness of our website and marketing campaigns.

Here is a brief overview of the types of cookies we use on the The Grassroots Trust websites, which consist of four categories:

- **CMS cookies** – The Grassroots Trust website is created in a CMS (Content Management System) called WordPress, which places a small number of standard WordPress cookies on your computer as you use it. Additional cookies will be placed on your computer if you are an editor on one or more of these CMS systems (for example if you are a The Grassroots Trust staff member or an IT contractor).
- **Cookies to improve your experience** – we use a small number of cookies on our website to help you get the best experience. For example, we place a cookie on your computer when you first log-in (although log in is not necessary to view or purchase from the website) to save you logging in the future. This cookie is removed when you log out. We also embed YouTube and Vimeo films on our website regularly. We are unable to prevent these sites, or external domains, from collecting information on your usage of this embedded content. If you are not logged in to these external services then they will not know who you are but are likely to gather anonymous usage information for example, number of views, plays, loads etc.
- **Analytics** – Examples include Google Analytics or Crazy Egg. Google Analytics cookies collect information about how visitors use a website and help us to continually improve our blog. For instance, which pages visitors go to most often and if they get error messages from web pages. These cookies don't collect information that identifies you. All information these cookies collect is aggregated and therefore anonymous. The Grassroots Trust uses this data to help us to understand: which pages people visit on the site, which internet browsers are being used, what is popular on our website, which pages on the website are visited before people donate or sponsor a child. We use cookies to see where users click on a page so that we can make it easier for our supporters to find the information they are looking for.
- **Paid advertising (Google, Facebook and Bing)** – we use cookies from trusted third parties to measure the effectiveness of paid advertising to ensure the money we spend is used effectively. They also enable us to either service advertisements to or exclude people who have visited our websites. Cookies from Google, Bing and Facebook allow us to track traffic to our website to tell us if our marketing campaigns are successful, and ensure we are spending our advertising budgets as efficiently as possible.

How to manage your cookie settings

Many web browsers such as Internet Explorer, Google Chrome or Safari, will allow some control over cookies through their settings. To manage your cookie settings, please refer to your browser software. For more information about cookies and how to delete them, visit www.aboutcookies.org or www.allaboutcookies.org

Acceptance of cookie use

By using our website, you agree to our use of cookies. This is subject to any preferences or browser setting you may have.

The Grassroots Trust

8 Meadow Way, Rowledge, Farnham, Surrey GU10 4DY Tel: 01252 792387 Mobile: 07899 894199

website: www.grassroots.org.uk e-mail: admin@grassroots.org.uk

GRASSROOTS is a Christian charity based in the UK.

England & Wales Registered Charity No: 1060034 and Scottish Registered Charity No: SCO46121