



PRIVACY POLICY

This Privacy Policy applies to information The Gifted Gown collects about individuals who interact with our organization. It explains what personal information we collect and how we use it.

If you have any comments or questions about this notice, feel free to contact us at questions@thegiftedgown.com.

Personal Data That We Process

The following table explains the types of data we collect and the legal basis, under current data protection legislation, on which this data is processed.

Purpose	Data (key elements)	Basis
Inquiring about our organization and its work	Name, email, message	Legitimate interests - it is necessary for us to read and store your message so that we can respond in the way that you would expect.
Subscribing to email updates about our work	Name, email	Consent - you have given your active consent.
Making a donation	Name, email, address, payment information	Legitimate interests - this information is necessary for us to fulfill your intention of donating money and your expectation of receiving a confirmation message. Donations are processed through www.givelively.org and credit cards are processed for donations via www.stripe.com
Website functionality	Website activity collected through cookies	Legitimate interests - it is necessary for us to store a small amount of information, usually through cookies, to deliver functionality that you would expect, such as remembering the contents of your order before you have fully completed the process.



How We Use Your Data

We will only use your data in a manner that is appropriate considering the basis on which that data was collected, as set out in the table at the top of this policy. For example, we may use your personal information to: reply to inquiries you send to us; handle donations or other transactions that you initiate; where you have specifically agreed to this, send you marketing communications by email relating to our work which we think may be of interest to you. The Gifted Gown will only use your personal information to provide you with better personal service; to send e-mail notifications to you; to answer your requests; to schedule appointments; etc. You can opt out at any time, which will stop all communications from The Gifted Gown.

When We Share Your Data

We will only pass your data to third parties in the following circumstances: you have provided your explicit consent for us to pass data to a named third party; we are using a third party purely for the purposes of processing data on our behalf and we have in place a data processing agreement with that third party that fulfils our legal obligations in relation to the use of third party data processors; or we are required by law to share your data.

External Links

The Gifted Gown provides links to external websites to give resources to our community. Because these external sites and web addresses don't fall under www.thegiftedgown.org domain, The Gifted Gown is not responsible for the privacy practices or the content of these external links. Use of any linked site is to be used at your own risk.

How Long We Keep Your Data

We take the principles of data minimization and removal seriously and have internal policies in place to ensure that we only ever ask for the minimum amount of data for the associated purpose and delete that data promptly once it is no longer required.

Rights You Have Over Your Data

You have a range of rights over your data, which include the following:

- Where data processing is based on consent, you may revoke this consent at any time, and we will make it as easy as possible for you to do this (for example by putting 'unsubscribe' links at the bottom of all our marketing emails).
- You have the right to ask for rectification and/or deletion of your information.
- You have the right of access to your information.



Cookies and Usage Tracking

A cookie is a small file of letters and numbers that is downloaded on to your computer when you visit a website. Cookies are used by many websites and can do a number of things, eg remembering your preferences, recording what you have put in your shopping basket, and counting the number of people looking at a website.

Where cookies are used to collect personal data, we list these purposes in section 1 above, along with other personal data that we collect. However, we also use some cookies that do not collect personal information but that do help us collect anonymous information about how people use our website. We use Google Analytics for this purpose. Google Analytics generates statistical and other information about website usage by means of cookies, which are stored on users' computers. The information collected by Google Analytics about usage of our website is not personally identifiable. The data is collected anonymously, stored by Google and used by us to create reports about website usage. Google's privacy policy is available at <http://www.google.com/privacypolicy.html>.

Email Privacy

The Gifted Gown does not and will not ever, give, sell or rent email addresses to anyone outside of The Gifted Gown organization.

Amendments

We may amend this Privacy Policy from time to time and will publish the most current version on our website. We maintain the option to modify this privacy at any time by electronic notice posted on our website. Your continued use of our website after the date that such notices are posted will be deemed to be your agreement to the changed terms.