

ID Inclusion

Privacy Policy

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This privacy policy explains how ID Inclusion collects, uses, and protects your personal information when you visit idinclusion.org or use our services. We take your privacy seriously and we will never sell your data.

1. Who We Are

ID Inclusion is operated by **Samantha Morgan** as a self-employed individual. Samantha is the data controller for all personal data collected through this website.

Contact details:

- * Name: Samantha Morgan
- * Email: samantha@idinclusion.org
- * Phone: 07440527204
- * Website: idinclusion.org

If you have any questions about how your data is used or wish to exercise any of your rights (see Section 10), please contact Samantha using the details above.

2. What Personal Data We Collect

We only collect data you voluntarily provide. This may include:

- * **Name** - when you contact us or sign up to our newsletter
- * **Email address** - when you contact us, sign up to our newsletter, or leave a comment
- * **Phone number** - if you choose to include it in a contact form
- * **Message content** - enquiries sent via our contact form
- * **Comments and public posts** - if you leave a comment on the Not Everyone Drinks campaign page or other blog pages
- * **Website address** - if you choose to include it when leaving a comment (optional)

We do not collect sensitive personal data (such as health information, financial data, or government identifiers) unless you choose to share this in a message to us. Please avoid including sensitive information in any submission.

Children: This website is not intended for children under the age of 18. We do not knowingly collect personal data from anyone under 18. If you believe a child has submitted data to us, please contact samantha@idinclusion.org and we will delete it promptly.

Important: All comments submitted to our website are reviewed and approved by ID Inclusion before they are made public. We strongly advise you not to include personal, medical, or sensitive information in any comment. By submitting a comment you confirm that you have the right to share its content. Your email address is never displayed publicly. To request removal of a published comment, email samantha@idinclusion.org.

3. How and Why We Use Your Data

We use your data only for the purposes you would reasonably expect:

To respond to your enquiry

When you contact us via the website form or email, we use your name, email address, and message to respond to your enquiry. Legal basis: **legitimate interests** (responding to people who contact us).

To send you our newsletter

If you sign up to our newsletter, we will send you updates on blog posts, events, and campaign news. Legal basis: **consent**. You can unsubscribe at any time by replying to any newsletter email with the word 'unsubscribe', or by emailing samantha@idinclusion.org with 'unsubscribe' in your message. We will remove you promptly.

To moderate and publish your comment

If you submit a comment on our website, it will be reviewed by ID Inclusion before it is made public. Approved comments, along with your chosen name, will be published on the relevant page. Your email address will not be displayed publicly but may be used to notify you of replies. We strongly advise you not to include personal, medical, or sensitive information in any comment. By submitting a comment you confirm that you have the right to share its content. Legal basis: **consent** (you submit the comment voluntarily). You may request removal of a published comment at any time by emailing samantha@idinclusion.org.

To understand how our website is used (analytics)

We use Google Analytics 4 to understand how visitors use our website (e.g. which pages are visited, how long people stay, where traffic comes from). This uses cookies. Legal basis: **consent** - a cookie banner will ask for your permission before any analytics data is collected. You can withdraw consent at any time via the cookie settings on our site.

We will never:

- * Sell or share your data with third parties for marketing
- * Send you unsolicited marketing unless you have signed up
- * Use your data for automated decision-making or profiling

4. How We Obtain Your Consent

Where we rely on consent as our legal basis, we always ask for it clearly and specifically - we never assume it. Here is how we collect consent:

- * **Contact and comment forms** - you tick an opt-in checkbox confirming you have read this privacy policy before submitting
- * **Newsletter signup** - you actively enter your email address and submit the signup form, which includes a link to this policy. We do not pre-tick any boxes.
- * **Analytics cookies** - a cookie consent banner appears when you first visit the site. Analytics cookies are only set after you actively accept them.

You can withdraw your consent at any time. Withdrawing consent does not affect the lawfulness of any processing that took place before you withdrew it.

5. Legal Basis for Processing

Under UK GDPR, we must have a lawful basis for every use of your personal data. Here is a summary:

- * **Consent** - newsletter sign-ups, public comments, and analytics cookies
- * **Legitimate interests** - responding to enquiries you have sent to us
- * **Contract** - processing data necessary to deliver a service you have booked

Where we rely on consent, you have the right to withdraw it at any time without affecting the lawfulness of processing before withdrawal.

6. How Long We Keep Your Data

We keep personal data only for as long as necessary:

- * **Enquiry and contact messages** - up to 2 years, or until the matter is resolved
- * **Newsletter subscribers** - until you ask to be removed
- * **Public comments** - published on the website unless you request removal by emailing samantha@idinclusion.org, after which the comment will be deleted
- * **Analytics data** - as configured in Google Analytics 4 (default: 14 months)
- * **Client records** - 6 years from the end of a working relationship, in line with HMRC requirements

After these periods, your data will be securely deleted.

7. Who We Share Your Data With

We do not sell your data. We may share limited data with trusted third-party service providers who help us operate this website:

- * **Google Analytics** - anonymised website usage data. Google Analytics may transfer and process data outside the UK and EU, including in the United States. Google relies on Standard Contractual Clauses (SCCs) as the appropriate safeguard for these transfers. See Google's privacy policy at policies.google.com/privacy.
- * **Newsletter provider** - your email address if you sign up to our mailing list
- * **Website hosting provider** - your data is stored on servers that host idinclusion.org

* **Virtual Assistant (VA)** - Samantha's VA may occasionally handle enquiries or administrative tasks and may therefore see contact details you have provided. The VA has signed a confidentiality contract and is contractually prohibited from sharing, disclosing, or using your data for any purpose other than supporting ID Inclusion's work.

Aside from Google Analytics (as noted above), we do not transfer your personal data outside the UK or EU. Where any international transfer is necessary, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses.

8. How We Protect Your Data

We take reasonable steps to keep your personal data secure. These include:

* **Secure hosting** - our website is hosted with HTTPS encryption enabled, meaning data passed between your browser and our site is encrypted in transit

* **Limited access** - only Samantha Morgan and her VA (under a confidentiality contract) have access to personal data submitted through this site

* **Password protection** - all admin access to the website and associated accounts is password protected

* **No unnecessary retention** - we delete data when it is no longer needed, as set out in Section 6

While we take these precautions, no method of transmission or storage over the internet is completely secure. If you have concerns about the security of your data, please contact us at samantha@idinclusion.org.

9. Cookies

Our website uses cookies - small text files placed on your device. We use the following types:

* **Essential cookies** - required for the website to function (e.g. remembering your cookie preferences). These do not require consent.

* **Analytics cookies** - placed by Google Analytics to help us understand how the site is used. These are only set if you consent via our cookie banner.

You can manage or withdraw your cookie consent at any time via the cookie settings link in the footer of our website, or through your browser settings.

10. Your Rights Under UK GDPR

You have the following rights regarding your personal data:

* **Right of access** - to request a copy of the data we hold about you

* **Right to rectification** - to ask us to correct inaccurate data

* **Right to erasure** - to ask us to delete your data ('right to be forgotten')

* **Right to restriction** - to ask us to limit how we use your data

* **Right to data portability** - to receive your data in a structured, commonly used format

* **Right to object** - to object to processing based on legitimate interests

* **Right to withdraw consent** - where processing is based on consent, to withdraw it at any time

To exercise any of these rights, contact Samantha Morgan at samantha@idinclusion.org. We will respond within one calendar month.

11. How to Complain

If you are unhappy with how we have handled your personal data, please contact us first at samantha@idinclusion.org and we will do our best to resolve your concern.

If you remain unsatisfied, you have the right to lodge a complaint with the UK's supervisory authority:

* **Information Commissioner's Office (ICO)**

* Website: ico.org.uk

* Helpline: 0303 123 1113

12. Changes to This Policy

We may update this policy from time to time. The most recent version will always be available to download from idinclusion.org. The date at the top of this document indicates when it was last updated.

Significant changes will be communicated to newsletter subscribers by email.