

# **CLIENT PRIVACY NOTICE**

UK Electronics Skills Foundation (UKESF)

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## Introduction

Our website and marketing are operated by the UKESF registered in Scotland with charity number SC043940 and whose registered office address is at Suite 47, Geddes House, Kirkton North, Livingston, West Lothian, EH54 6GU. At the UKESF we are committed to protecting and preserving the privacy of our visitors when on our site or communicating electronically with us.

This Policy explains when and why we collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure. Whilst we will keep all your personal information confidential, we reserve the right to disclose this information in the circumstances as set out within this policy. We confirm that we will keep the information on a secure server and that we will comply fully with all applicable UK Data Protection legislation and regulations in force.

We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our website, you're agreeing to be bound by this Policy.

Any questions regarding this Policy and our privacy practices should be sent by email to the UKESF Data Controller [stewart.edmondson@ukesf.org](mailto:stewart.edmondson@ukesf.org) or by writing to UK Electronics Skills Foundation, Suite 47, Geddes House, Kirkton North, Livingston, West Lothian, EH54 6GU. Alternatively, you can telephone 07894 899544.

## Who are we?

The UKESF is an educational charity, launched in 2010, with both public and private seed-corn funding. It operates collaboratively with major companies, leading universities and other organisations to tackle the skills shortage in the Electronics sector.

The UKESF ensures that more schoolchildren are aware of Electronics and the opportunities available, helping them to develop their interest through to university study. At university, it supports undergraduates and prepares them for the workplace.

## How do we collect Information from you?

We obtain information about you when you use our website, for example, when you contact us about services, if you directly give us any information via forms and if you make a donation.

## What type of Information is Collected from you?

In running and operating the organisation, we may collect and process certain data and information relating to you and your use of this site. Your privacy is important to us and we confirm that we will never release your personal details to any third party for their mailing or marketing purposes. The data that we collect is detailed below:

- Information you provide to report a problem with the site.
- Details of visits to our website and the pages and resources that are accessed, including but not limited to, traffic data, location data and other communication data that may assist us in

understanding how visitors use the website. This may also include the resources that you access and information about where you are on the internet including the domain type, IP address and URL that you came from. This information is collected and used for our internal research purposes and to improve our customer service.

- The personal information we collect might include your name, address, email address, IP address and information regarding what pages are accessed and when.
- Information you provide us by sending a message through our website and information you provide when you communicate with us electronically for any reason. If you contact us, we may keep a record of your email and other correspondence.
- Information that you provide through filling in forms on our website, such as registering for information or making a donation.

## **IP addresses**

We may collect information about your computer, including but not limited to (where available) your IP address, operating system and browser type, for administration purposes and to produce internal reports. This is statistical data relating to a web user's browsing actions and patterns and does not specifically identify you as an individual.

## **How is your information used?**

We may use your information:

- to ensure that the content on the site is presented in the most efficient way for you and the computer that you are using;
- to enable you to participate in interactive features of the site;
- to provide you with information relating to our website, activities or our services that you request from us;
- to provide you with information on other organisations or activities that we feel may be of interest to you in line with those you have previously expressed an interest in via our website;
- to meet our obligations arising from any contracts entered by you and us;
- to seek your views or comments on the services we provide;
- to notify you about any changes or improvements to our website or services;
- for our internal purposes, including statistical or survey purposes, quality control, site performance and evaluation in order to improve our website; and
- to administrate this website.

We review our retention periods for personal information on a regular basis. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or is set out in any relevant contract you hold with us.

## **Who has access to your information?**

We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.<sup>1</sup>

## How do I opt out?

You have a choice of whether you wish to receive information from us. We will not contact you unless you have opted in. If then, you no longer want to be contacted by the UKESF, then you can change your preferences by emailing the Data Controller [stewart.edmondson@ukesf.org](mailto:stewart.edmondson@ukesf.org) or 07894 899544 and we will process your request within 7 days.

## Your Rights

The accuracy of your information is important to us. If you change email address, or any of the other information we hold is inaccurate or out of date, please email the Data Controller [stewart.edmondson@ukesf.org](mailto:stewart.edmondson@ukesf.org) or write to us at: Suite 47, Geddes House, Kirkton North, Livingston, West Lothian, EH54 6GU. Alternatively, you can 07894 899544.

You have the right to ask for a copy of the information the UKESF holds about you.

## Use of 'Cookies'

This website uses cookies to better the users experience while visiting the website. Where applicable this website uses a cookie control system, allowing the user on their first visit, to allow or disallow the use of cookies on their computer / device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer / device.

Cookies are small files saved to the user's computer hard drive that track, save and store information about the user's interactions and usage of the website. This allows the company, through its server to provide the users with a tailored experience within this website. Users are advised, that if they wish to deny the use and saving of cookies from this website on to their computer hard drive, they should take necessary steps within their web browser security settings to block all cookies from this website and its external serving vendors.

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information: <http://www.google.com/privacy.html>. Other cookies may be stored to your computer hard drive by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.

## Social Media Platforms

Communication, engagement and actions taken through external social media platforms, that this website and its owners participate on, are custom to the terms and conditions, as well as the privacy policies, held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised, before using such social sharing buttons, that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

## **Shortened Links in Social Media**

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default, some social media platforms shorten lengthy URLs [web addresses] (this is an example: <http://bit.ly/zyVUBo>). Users are advised to take caution and good judgement before clicking any shortened URLs published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine URLs are published, many social media platforms are prone to spam and hacking and therefore, this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

## **Links to other Websites and Partners**

Our website and cyber services may contain links to other websites and services operated by our partners. This privacy policy applies only to the UKESF's services, so we encourage you to read the privacy statements on the other websites/partners you visit. We cannot be responsible for the privacy policies and practices of other sites, even if you access them using links from our website.

In addition, if you were referred to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

## **Those aged 16 or under**

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

## **Review of this Policy**

We keep this Policy under regular review. This Privacy Policy is v1.0 and was last updated on 3<sup>rd</sup> May 2018.

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<sup>i</sup> There is one specific exception. Those undergraduates who are participants of the UKESF Scholarship Scheme receive benefits provided by a third party (Blackwell's). In order to enable this benefit, we share basic contact details of members of the Scholarship Scheme with Blackwell's.