



PRMACY POLICY

v1.0 (last updated May-25)

Introduction

At Sunshine Coast Breastfeeding Support, we are committed to protecting your privacy and ensuring that your personal information is handled safely, securely, and responsibly. We therefore issue this Privacy Policy in the interest of transparency over how we use ("process") the personal data that we collect from visitors to our website, the people we support, our donors and fundraisers, our volunteers and our customers ("you").

Understanding Personal Information

Personal information means any data that can identify you, either on its own or when combined with other data. This includes your name, contact details, health information, or anything else that could be linked back to you.

Information We May Collect

At all times we strive to minimise the amount of information we collect and will always ensure that we have a justifiable reason (lawful basis) to gather any information we request from you. The types of information we may collect are:

- Your name, address, email, and phone number
- Information shared in support sessions or events (e.g. feeding history or medical notes)
- Emergency contact information
- Details you provide when booking appointments or registering for events
- Payment or donation information (when applicable)
- Communications with us via email, contact forms, or social media
- Website usage information via cookies

We only collect data that is relevant and necessary to provide support, manage our charity, and keep you informed if you choose.

Why We Collect Your Information

We collect your information to provide personalised support and advice, arrange appointments, and respond to enquiries. It also helps us monitor how our services are used so we can continually improve what we offer. If you've chosen to receive updates from us, we use

your information to stay in touch. Additionally, we may collect data to manage donations, including Gift Aid claims, and to keep records in line with safeguarding, quality assurance, and legal requirements.

How Your Information Is Used

Your information is used in a confidential and respectful manner. It helps us tailor the support we offer, follow up with you if needed, and deliver services safely and effectively. We may use anonymous or aggregated data for internal reporting and funding purposes.

When We Share Your Information

We will not sell your information and will never share it with third parties for marketing purposes. We may only share your personal data when you have given us explicit consent, when it is necessary for safeguarding, when we are legally required to do so (such as in cases involving patient safety or public protection), or when it is needed to process donations, including Gift Aid claims with HMRC. Any third parties we work with, such as payment processors, are required to keep your information secure and use it only for the agreed purpose.

How We Keep Your Information Safe

We store personal data securely using password-protected systems and locked physical files where appropriate. Access is restricted to authorised members (and trustees) of our charity team. We review our data protection practices regularly and aim to keep your information safe from unauthorised access, loss, or misuse.

Your Rights and Choices

You have several rights in relation to your personal data. These include the right to access the data we hold about you, request corrections if it is inaccurate, and ask for it to be deleted in certain circumstances, such as if it was unlawfully processed or you withdraw your consent. You can also object to how your data is used, request restrictions on processing, and withdraw your consent at any time. Additionally, you have the right to request access to the personal data we hold about you. While we will always respect your rights, there are specific legal reasons where we may be required or permitted to retain or process your data.

Who Is Responsible for Your Data

The data controller is Sunshine Coast Breastfeeding Support is the Data Controller for the information we collect. This means we decide how your personal data is used and ensure it is handled in line with the law.

Sunshine Coast Breastfeeding Support (SCBfS) is a UK charity supporting families through breastfeeding and infant feeding support.

Our registered charity number is 1213054.

Cookies

Our website may use cookies to improve your experience and understand how people use our site. Cookies are small text files stored on your device. You can manage your preferences through your browser settings.

For more information, please see our separate Cookie Policy.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in the law or our practices. The latest version will always be published on our website and dated clearly at the top of the page.

How to Get in Touch With Us

If you have any questions about this Privacy Policy or how we handle your data, please contact us by email at sunshinecoastbreastfeeding@gmail.com.