

1. Privacy Policy

Silverline Memories is committed to ensuring that your privacy is protected and will treat all information held about you in accordance with this policy which is in line with current UK legislation. For these purposes Silverline Memories is a 'data controller' meaning that we decide how and why the personal data that we collect is used.

This Privacy Policy explains:

- How we collect personal information
- How we use the information which we collect
- Your rights and how you can manage the use of your personal information
- Procedures that we have in place to safeguard your privacy and how we use cookies
- How you can contact us or make a complaint

2. The Information We Collect

We only gather the personal information we need for business purposes in order to provide you with the services you have requested or to comply with our regulatory obligations. The personal information we typically collect includes:

- Your and your carer's name and email address
- Contact telephone numbers for you and your carer
- Your and your carer's date of birth
- Your and your carer's postal address
- Brief details of your medical history

3. How We Use It

For the Provision of our Services

We use the information we gather to provide you with the services you have requested. Depending on which service you receive we may need to share your personal information with our subcontractors who are involved in the provision of our services. We need to process your personal information in this way to enter into and perform our obligations under the contract we have with you.

For marketing our services

With your consent, we may use your data to send you marketing emails about upcoming promotions and other news, including information about products and services offered by us. We will never share your information with affiliates or other third parties without your written consent.

If our Charity merges with another

We will transfer your personal information to a third party:

- if we merge with another Charity and transfer our assets to them, we will provide your personal information to the other Charity (but only to the extent we need to, and always in accordance with data protection legislation).

We process your personal information for this purpose because we have a legitimate interest to ensure our business can be continued by the buyer. If you object to our use of your personal information in this way, the relevant seller or buyer of our business may not be able to provide services to you.

Other circumstances in which we may use your data

In some circumstances we may also need to share your personal information if we are under a duty to disclose or share it to comply with a legal obligation.

Silverline Memories will only process your information if we have a business reason to do so. Generally, this occurs when you make a request of us, such as to find a service suitable for your needs. Where we need to manage your account information we will do so in compliance with the obligations placed on us by law.

We do not sell or share your personal information to organisations outside of Silverline Memories for marketing purposes, though we would share with another organisation for the purpose of soliciting additional support. In this instance it will always be with your permission, unless we had concerns for your safety in line with our safeguarding policy.

We may, from time to time, contact you by post, e-mail or telephone to ask you for your feedback and comments on our services. If you no longer wish to receive these or other correspondences, please let us know. The simplest way to do this is to send an email message to hello@silverlinememories.com.

4. How We Protect Your Information

The internet is not a secure medium, but we have put in place various security procedures to protect your data. We take the security and privacy of our customers' personal information extremely seriously and we have strict internal procedures which cover the storage, access and disclosure of your information.

All information you provide to us is stored on secure servers.

5. You and Your Information

You have certain rights in respect of the management of the personal data we hold about you. You can exercise any of these rights by contacting us. The easiest way to get in touch is likely to be by emailing us at hello@silverlinememories.com.

The Right of Access

You are entitled receive confirmation as to whether your personal information is being processed by us, as well as various other information relating to our use of your personal information.

You also have the right to access your personal information which we are handling.

The Right of Rectification

You have the right to require us to rectify any inaccurate personal information we hold about you. You also have the right to have incomplete personal information we hold about you completed, by providing a supplementary statement to us.

The Right to Data Portability

You have the right to receive the personal information we hold about you in a structured, standard machine readable format and to send this to another organisation controlling your

personal information.

The Right of Erasure

You have the right to require us to erase your personal information which we are handling in the following circumstances:

- we no longer need to use your personal information for the reasons we told you we collected it for;
- where we needed your consent to use your personal information and you have withdrawn your consent.
- You object to our use of your personal information and we have no compelling reason to carry on handling your personal information
- Our handling of your personal information has broken the law
- We must erase your personal information to comply with a law we are subject to.

6. Your Right To Object

You have the right to object to us handling your personal information when we are handling your personal information based on our legitimate interests (as described in section 3 above). If you ask us to stop handling your personal information in this way, we will stop unless we can show you that we have compelling grounds as to why our use of your personal information should continue.

7. Data Retention

Where you have contracted with us for our services, we will retain your data as long as is required to comply with our regulatory and statutory obligations to ensure that we are able to assist you should you have any questions, feedback or issues in connection with any services we have provided to you.

8. Change To Policy

If we change our Privacy Policy we will post the changes on this page and may place notices on other pages of the website.

9. Cookies

Cookies are small pieces of information that are stored by your browser on your computer's hard drive. This site only uses cookies to remember logged in users, and these cookies are deleted when your browser is closed.

In the future, we may use Google Analytics to collect usage information data from our website but these cookies do not contain any personal data.

10. Third Party Sites

Our Site contains links to third part websites and features. This Policy does not cover the privacy practices of such third parties. These third parties have their own privacy policies and we do not accept any responsibility or liability for their websites, features or policies. Please read their policies before you submit any data to them.

11. User Generated Content

You may share personal data with us when you submit user-generated content to our Site, including via our forums, message boards and blogs on our Site. Please note that any information you post or disclose on our Site will become public information and will be available to other users of our Site and to the general public. We urge you to be very careful when deciding to disclose your personal data, or any other information, on our Site. Such personal data and other information will not be private or confidential once it is

published on our Site.

If you provide feedback to us, we may use and disclose such feedback on our Site, provided we do not associate such feedback with your personal data. If you have provided your consent to do so, we may post your first name and general location along with your feedback on our Site. We will collect any information contained in such feedback and will treat the personal data in it in accordance with this Policy.

12. Complaints

We are committed to resolve any complaints about our collection or use of your personal data. If you would like to make a complaint regarding this Policy or our practices in relation to your personal data, please contact us at: hello@silverlinememories.com. We will reply to your complaint as soon as we can and in any event, within 30 days. We hope to resolve any complaint brought to our attention, however if you feel that your complaint has not been adequately resolved, you reserve the right to contact the Information Commissioner's Office.

13. Contact Information

We welcome your comments or questions about this Policy. You may contact us in writing at hello@silverlinememories.com or Silverline Memories, The Dene Centre, Castles Farm Road, Newcastle upon Tyne, NE3 1PH.