



## WayMaker Child Therapy C.I.C Privacy Policy

### Scope

In this document, the terms “we”, “us”, “our” and/or WayMaker Child Therapy C.I.C refer to WayMaker Child Therapy C.I.C. The term “you” and/or “your” refer to all service users of WayMaker Child Therapy C.I.C. or their advocates, to whom this policy applies. This policy may be subject to change and statutory updates at our discretion.

### Policy Statement

At WayMaker Child Therapy C.I.C. we take privacy very seriously. This is important to us given the highly sensitive nature of our work. The information contained within this Privacy Policy covers what private information we might obtain and hold, and why.

We take GDPR very seriously and have a comprehensive Data Protection policy to always ensure the safety of your data. We do not rent, sell, or trade email lists with other companies or businesses for marketing data.

This policy applies to subscriptions via our website, newsletter, and any interaction with our paid for services. We encourage you to read this policy carefully and contact us with any questions using the contact details at the end of this document should you have any concerns about the use of your data.

In the interests of being entirely transparent we want to share with you how we collect your personal data and even more importantly how we keep it safe.

### Visitors to our Website

When someone visits [www.wearewaymaker.com](http://www.wearewaymaker.com) we use a third-party supplier, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out such things as the number of visitors to various parts of the site. The information is processed in a way which does not identify anyone. We do not make, and do not allow Google to make any attempt to find out the identities of those visiting our website. You can find more information on how our cookies are used on this website in the [Cookies Policy](#).

If at any point we do want to collect personally identifiable information through our website, we will be upfront about this. We will make it clear when we collect personal information, and we will explain what we intend to do with it.



## **Subscribers to our Newsletter**

As part of the registration process for our newsletter or to get access to our downloadable content, we collect your email address. You can also add in other personal information such as your first name and surname if you choose, however this is not essential and can be updated or removed at any time. We use your email address to tell you about our not-for-profit organisation, services, fundraising and relevant news. We may also contact you on occasion to check our records are correct or to seek your feedback and make sure that you're satisfied. We do NOT rent or trade email lists with any other organisations or businesses.

We use a third-party provider, Mail chimp, to deliver our newsletter / email communications. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our newsletter. For more information, please see [Mail chimp's Privacy Notice](#).

You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing us at [hello@wearewaymaker.com](mailto:hello@wearewaymaker.com)

## **Registrants for Training or Events**

When you purchase or reserve a place at WayMaker Child Therapy training or an event you will do this through a third-party supplier, Eventbrite. Upon registration you will supply us with your permission to capture and use your personal data to communicate with you regarding the details of the course, to check that you are a suitable candidate to attend, to ensure that we can meet your personal needs and to process any payment required. For more information, please see [Eventbrite's Privacy Policy](#).

Following the event if we have your consent, your email address and name will be transferred across to Mail chimp in order that you can receive our newsletter and occasional targeted communications. As mentioned previously, you can unsubscribe from future communications at any point.



### **Other Third-Party Suppliers**

The only others we may share your data with are selected business partners who help us to function efficiently and within the law. Such partners may include:

- IT service providers that help us with our internal IT issues
- Lawyers representing us in the event of a legal claim and who advise us generally
- Regulators and law enforcement agencies (if there is a legal reason to share your data with them)
- Search engine operators that help us understand how to improve our visibility online
- Any organisation related to keeping children and families safe if and when necessary (i.e. Social Services, school, the police)
- Limited and anonymised data is shared with our governing body Play Therapy UK for research purposes

### **Access to your Personal Information**

You are entitled to view, amend, or delete the personal information that we hold. Email your request to [eileen@wearewaymaker.com](mailto:eileen@wearewaymaker.com) detailing what you would like to view and how you would like to be contacted with this information.

This Privacy Notice was last updated on 10 November 2022.