



## Privacy Policy

### South Leicestershire Dementia Community

**Effective Date:** [Insert Date]

The South Leicestershire Dementia Community (“we,” “our,” or “us”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal information when you interact with us, including through our website, events, communications, or other services.

#### 1. Information We Collect

We may collect and process the following types of personal information:

- **Contact information:** Name, email address, postal address, telephone number.
- **Demographic information:** Age, gender, location, or other information you provide voluntarily.
- **Health-related information:** Information relevant to dementia support or care needs, shared voluntarily to access our services.
- **Communication preferences:** How you wish to receive newsletters, event invitations, or other updates.
- **Website usage information:** IP addresses, browser type, pages visited, and other technical information collected through cookies or analytics tools.

#### 2. How We Use Your Information

We use your personal information to:

- Provide information, support, and services related to dementia care and community events.
- Communicate with you about our activities, updates, or fundraising efforts.
- Improve our website, services, and resources.
- Comply with legal obligations and protect our rights.

We will never sell or rent your personal information to third parties.

#### 3. Legal Basis for Processing

We process your information based on one or more of the following lawful grounds:

- Your consent (e.g., subscribing to newsletters or registering for events).
- Legitimate interests (e.g., administering our community activities, improving services).



- Legal obligations (e.g., record-keeping for statutory purposes).

#### **4. How We Share Your Information**

We may share your personal information with:

- Trusted service providers assisting with event management, email communications, or website hosting.
- Regulatory authorities when legally required.

All third-party partners are required to protect your data in accordance with this policy and applicable data protection laws.

#### **5. Data Security**

We take appropriate technical and organizational measures to protect your information against unauthorized access, loss, misuse, or alteration.

#### **6. Data Retention**

We will retain your personal information only for as long as necessary to fulfill the purposes outlined in this policy or as required by law. Once no longer needed, we will securely delete or anonymize your information.

#### **7. Your Rights**

You have the right to:

- Access and receive a copy of your personal information.
- Correct or update your information.
- Request deletion of your information.
- Withdraw consent where processing is based on consent.
- Object to certain types of processing or request restrictions.

To exercise your rights, please contact us at **[insert contact email or address]**.

#### **8. Cookies and Tracking**

Our website may use cookies to improve user experience and collect anonymous analytics data. You can manage your cookie preferences through your browser settings.

#### **9. Children's Privacy**

Our services are not intended for children under 16. We do not knowingly collect personal information from children.

#### **10. Changes to This Privacy Policy**



We may update this Privacy Policy from time to time. Any changes will be posted on our website with an updated effective date.

## **11. Contact Us**

If you have questions or concerns about this Privacy Policy or how we handle your data, please contact:

### **South Leicestershire Dementia Community**

Email:

Address:

Phone: