**Who we are**

WMO is a registered charity that works to support the needs of people from ethnic minority backgrounds in Wirral. Our registered address is located at The Wirral Multicultural Centre, 111 Conway Street, Birkenhead, Wirral CH41 4AF. WMO is committed to protecting your personal information and privacy. This policy describes how we collect and use your personal information.

**Your privacy**

During our activities, we will collect, store and process personal data about the people who use our services, our suppliers and other third parties. Your personal data, which may be held on paper or on a computer, is subject to legal safeguards specified in the Data Protection Act 2018 and General Data Protection Regulation ( GDPR). This policy sets out the basis on which we will process any personal data we collect from you or that is provided to us by yourself or other sources.

**How do we collect personal information?**

We may collect personal information about you when you interact with us for example when you

* Visit our Centre or ask our staff for advice and support.
* Use our services including, Health and Wellbeing, Translation and Interpretation, Community advice, Nursery Services, or other drop in community events.
* When you answer surveys or attend focus groups or meetings.

**What personal information do we collect?**

Personal information we collect about you may include your name, postal address, email address, phone numbers, date of birth, NI and NHS number.

We may collect “sensitive personal data” about you. This will depend on the type of service you require from us and will enable us to understand and meet your service needs. “Sensitive” information may include i.e. race, ethnic origin, and information about your health and wellbeing.

We may also collect information about how our website is used and track which pages users visit. We use this information to monitor and improve our website. Where possible we use anonymous or aggregated data that does not identify individuals.

**Lawful basis for processing your personal information**

Under Article 6 of the General Data Protection Regulations (GDPR) our lawful basis for processing and holding personal information is ‘legitimate interest’ as it is necessary for WMO to use this information in order to provide you with our services.

**How do we use personal information?**

We use the personal information collected from you for these purposes:

* To understand, agree and deliver your service needs
* To make appointments on your behalf including referrals to other services
* To help you access WMO and other public services
* To evaluation our service performance and make improvements
* To make you aware of new services or events.
* To design new ways of working or to make our services better for local people.

**Fair Processing Notice**

Our Fair Processing Notice covers the kind of information we use, what we use your Personal Data for, how we process and protect your information.

We will never sell your data to any third party, nor will we share your details with others for marketing purposes. We will only share information with other organisations where we have your permission to do so in accordance with this privacy policy or where it is necessary for a legitimate reason connected with the services we offer, or where it is required by law or regulation. Where we use third parties to deliver services, we require them to adhere to appropriate controls to protect personal information.

**Your choices**

If you do not want to receive direct marketing communications from us, then you can select your choices by ticking the relevant boxes situated on the forms when we collect your information. Staff will always ask you about your preference. You can change your communication preferences at any time by speaking to staff or contacting us at [info@wmo.org.uk](mailto:info@wmo.org.uk)

**Where your data is held -**

**Data security**

Information is held securely in both paper and digital records and these are kept no longer than necessary. We do not transfer your data outside the EEA. WMO has strict security policies and measures in place to help protect your information. WMO and its employees and contractors are obliged to comply with our strict information security procedures.

**How you can update your information**

If you think any of the information we hold about you is inaccurate or out of date, please email us at: info@wmo.org.uk

**Subject Access Requests**

You have the right to request a copy of the information we hold about you; Please contact us on [info@wmo.org.uk](mailto:info@wmo.org.uk) to discuss your request.

**Complaints**

If you have any queries, comments, or concerns about this policy, please contact us at [info@wmo.org.uk](mailto:info@wmo.org.uk) or write to The Centre Manager, Wirral Multicultural Centre, 111 Conway Street, Birkenhead, Wirral CH41 4AF.

Summary updated 07 Dec 2023