

Privacy Policy

At Cambridge Action Group, we take your privacy seriously. This Privacy Policy outlines how we collect, use, store, and protect your personal data in compliance with the UK General Data Protection Regulation (UK GDPR) and other applicable data protection laws.

1. Information We Collect

We collect the following types of personal data:

- **Personal Identification Information:** Name, email address, phone number, etc.
- **Usage Data:** Information about how you use our website, products, and services (e.g., IP addresses, browser types, pages visited, duration of visits).
- **Communication Data:** Information you provide when contacting us.

2. How We Use Your Information

We use your personal data for the following purposes:

- To fulfil our organisational purposes and campaign objectives
- To respond to your inquiries and feedback.
- To send you marketing communications, if you have opted in.
- To monitor and analyse website activity to improve user experience.
- To comply with legal obligations and protect our rights.

3. Lawful Basis for Processing

Under the UK GDPR, we process your personal data based on the following lawful grounds:

- **Consent:** You have provided your consent for us to process your data for specific purposes (e.g., marketing communications).
- **Contractual necessity:** Processing is necessary to fulfill a contract you have with us
- **Legal obligation:** We may need to process your data to comply with a legal obligation.
- **Legitimate interests:** We may process your data when it is necessary for our

legitimate interests, provided these do not override your rights and freedoms.

4. Data Retention

We will retain your personal data only for as long as is necessary to fulfill the purposes

outlined in this Privacy Policy, or as required by law or for legitimate business purposes.

Once this period expires, your data will be securely deleted.

5. Your Rights

Under the UK GDPR, you have the following rights regarding your personal data:

- Right to access: You can request a copy of the personal data we hold about you.
- Right to rectification: You can request corrections to any inaccurate or incomplete data we hold.
- Right to erasure: You can request that we delete your personal data under certain circumstances.
- Right to restrict processing: You can request that we limit the processing of your personal data.
- Right to data portability: You can request that we transfer your data to another organization or provide it to you in a structured, commonly used format.
- Right to object: You can object to the processing of your personal data based on legitimate interests or for direct marketing purposes.

To exercise any of these rights, please contact us at contact@cambsaction.org

6. Security of Your Data

We implement appropriate technical and organizational measures to protect your personal

data from unauthorized access, loss, misuse, or alteration. However, no data transmission

over the internet is entirely secure, and we cannot guarantee the absolute security of your data.

7. Sharing Your Data

We do not share your personal data with third parties, except in the following cases:

- To our service providers, who assist in the operation of our website and services.
- To comply with legal obligations or to protect our rights.

8. International Transfers

We do not transfer your personal data outside the UK unless adequate safeguards are in

place to ensure the protection of your data, as required under the UK GDPR.

9. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on our

website. You can manage your cookie preferences through your browser settings or our

cookie consent tool.

10. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the

privacy practices or content of these external sites. We encourage you to review the privacy

policies of any third-party sites you visit.

11. Safeguarding and Children's Privacy

We do not knowingly collect or process personal data from individuals under the age of 18.

If you are a parent or guardian and believe that we may have collected personal data from a

child under 18, please contact us immediately at contact@camsaction.org If we become aware that we have inadvertently collected personal data from a child under 18, we will take steps to delete such information from our records.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices,

services, or legal obligations. We will notify you of any significant changes by posting the

updated policy on our website. Please review this policy periodically to stay informed.

13. Contact Us

If you have any questions or concerns about this Privacy Policy, or if you wish to exercise

your rights under the UK GDPR, please contact us at:

Cambridgeshire Action Group

E: contact@camsaction.org