



The Anthony Seddon Fund
Supporting mental wellbeing in our community

Document Control	
Title:	Privacy Policy – Website & Social Media
Version:	5
Reference Number:	HR-PP-IG-09A
Scope:	
This policy applies to all visitors to The Anthony Seddon Fund social media platforms and website.	
Purpose:	
The purpose of this document is to ensure the general public is informed about how The Anthony Seddon Fund collects, handles, and stores personal information received through social media platforms and the charity website.	
Supersedes:	
HR-PP-IG-09A – Privacy Policy Website & Social Media – V4	
Version Changes	
<ul style="list-style-type: none">• No substantive changes required.• Updated document reference to reflect revised naming convention.• Updated Section 11 – Review to reflect the charity's new tiered policy review cycle.	
Next Review Date:	June 2026
Review Tier:	Tier 1

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1. Introduction

The Anthony Seddon Fund is committed to protecting the privacy of visitors to its social media platforms and website. This Privacy Policy explains how we collect, handle, and store personal information received through these online platforms to support our day-to-day operations, meet our objectives, and comply with legal obligations.

We ensure that any personal data collected through our website or social media is handled in line with all relevant data protection legislation, as outlined in our **HR-PP-IG-01 – Data Protection & Confidentiality Policy**. Personal information will be collected and used fairly, stored securely, and not unlawfully disclosed to any third parties.

This policy forms part of our broader commitment to privacy, as detailed in our overarching **HR-PP-IG-09 – Privacy Policy**, and applies specifically to the websites and social media platforms owned and operated by The Anthony Seddon Fund.

2. What Information Do We Collect?

We collect personal information about you when you engage with us through our website or social media platforms. This includes:

- Using our online contact form or signing up for our mailing lists to enable us to respond to your correspondence.
- Voluntarily completing surveys or providing feedback to help us improve our services.

All information shared with us is treated confidentially unless there is a risk of harm to yourself or others, in which case we will refer to **Section 6.5** of the **HR-PP-IG-01 – Data Protection & Confidentiality Policy** (available upon request).

Cookies

We also collect website usage information through cookies. Cookies are text files placed on your device that collect standard internet log data and visitor behaviour information. This data helps us monitor visitor usage of the website and compile statistical reports on website activity.

For more information, visit:

- www.whatarecookies.com
- www.allaboutcookies.org

You can set your browser to refuse cookies, and the links above provide guidance on removing cookies. Please note, however, that some features of our website may not function correctly if cookies are disabled.

3. Legal Basis for Processing Data

The Anthony Seddon Fund processes personal data collected through our website and social media platforms under the following legal bases, in compliance with the **General Data Protection Regulation (GDPR)** and the **Data Protection Act 2018**:

- **Consent:** We obtain your consent for activities such as subscribing to mailing lists, using cookies, and receiving marketing communications.
- **Legitimate Interest:** We process data to improve our services, analyse website usage, and monitor engagement with our social media platforms. This allows us to better serve our community and tailor our services to meet individual needs.

4. How Do We Use Your Information?

The Anthony Seddon Fund primarily collects and retains information relating to individuals, staff, trustees, and volunteers. Information gathered through our social media platforms and website is used to:

- Understand the needs of individuals to provide the most appropriate services.
- Monitor the effectiveness and visitor engagement on our website and social media platforms.
- Guide the marketing and promotion of our activities and services.

This information allows us to improve our services and better serve our community.

5. How Do We Protect Your Information?

We take the security of your personal information very seriously. To safeguard your data from unauthorised access, use, or disclosure, we have implemented robust security measures. These measures are designed to ensure that your personal information remains secure at all times.

For further details, please refer to:

- **HR-PP-IG-01 – Data Protection & Confidentiality Policy**
- **HR-PP-IG-06 – Information Security Policy**
- **HR-PP-IG-07 – Information Risk Management Policy**

6. Data Retention

We retain personal data collected via our website and social media platforms only for as long as necessary to fulfil the purposes for which it was collected, or to comply with legal, regulatory, or contractual obligations. After this period, personal data is securely deleted or anonymised.

For more information, please refer to our **HR-PP-IG-02 – Data Retention Guidance**, which outlines the specific retention periods for various categories of data.

7. Your Rights

You have the following rights regarding your personal information:

- **Access:** You can request a copy of the personal information we hold about you.
- **Correction:** You have the right to ask us to correct any inaccuracies in your personal information.
- **Deletion:** You can request the deletion of your personal information in certain circumstances.
- **Objection:** You have the right to object to the processing of your personal information, including its transfer to another country.

We are committed to ensuring that your personal information is accurate and up-to-date. If you believe any information we hold is incorrect, or if you would like it removed, please contact us.

For any questions regarding this Privacy Policy or to exercise your rights, please reach us at office@tasfund.org.uk.

8. Complaints

If you believe that The Anthony Seddon Fund has not handled your personal data in accordance with this Privacy Policy or applicable data protection laws, you have the right to make a complaint.

To raise a complaint, please contact us at **office@tasfund.org.uk**, and we will investigate your concerns promptly.

If you are not satisfied with our response, you have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**, the UK supervisory authority for data protection. You can contact the ICO at:

- **Website:** www.ico.org.uk
- **Helpline:** 0303 123 1113

9. Other Websites

Our website and social media platforms may contain links to external websites. This Privacy Policy applies only to the websites and social media platforms owned and operated by The Anthony Seddon Fund. When following links to other websites, we recommend that you review their respective privacy policies, as we are not responsible for the content or privacy practices of external sites or social media accounts.

10. Changes to Our Privacy Policy

We regularly review our Privacy Policy to ensure it remains up-to-date. Any changes or updates will be posted on this web page. This Privacy Policy was last updated on **23rd June 2025**.

11. Review

This policy will be reviewed in line with The Anthony Seddon Fund's policy review cycle, which operates on a tiered system based on risk, relevance, and compliance need:

- **Tier 1** – Annual review (compliance-critical policies)
- **Tier 2** – Review every two years (operational or people-focused policies)
- **Tier 3** – Review every three years (low-risk or informational policies)

In addition to the scheduled cycle, this policy may also be reviewed earlier if:

- There are significant changes in legislation or best practice.
- Internal monitoring, feedback, or incidents indicate a review is necessary.
- Structural or operational changes within the charity affect its relevance or application.

Whether or not there were substantive changes, the version control section will display the date of the most recent review.