



Musana Privacy Policy

1. INTRODUCTION

Your privacy is important to us. At Musana UK we value everyone who engages with us by whatever means, and we do all we can to protect your privacy and to ensure the personal data you give us is kept safe. This policy explains how we collect data, how we use and store that data, and what it means for you.

2. WHO WE ARE

The vision of Musana Community Development Organisation is to end poverty one community at a time by investing in and operating faith-driven, locally-owned, sustainable social enterprises that break cycles of dependency, and restore hope and dignity.

Musana is a charity registered in England and Wales (1186895) and in the USA EIN: 26-4198446.

Our registered offices are 1 Knightswood View, Station Lane, Chandler's Ford, SO53 4EN | 8100 E Arapahoe Rd, Suite 305, Centennial, CO 80112

3. WHAT INFORMATION DO WE COLLECT?

Information collected by Musana

We collect personal information when it is needed to fulfill a service for you, for example, when you make a donation, request information, sign up for an event or otherwise voluntarily provide your personal details. We collect the information you provide, which may include your name, e-mail address, home address and/or telephone number.

You are not required to provide personal data to us. Note, however, that your failure to do so may affect our ability to provide the services you request. For example, we are unable to update you about events or provide a tax statement if you do not give consent for us to use your contact information for this purpose.

Information collected by visiting our website

When visiting Musana's website, we follow standard practices and may use features that collect your IP address and data on which pages you are visiting on our site. Similarly, as for many websites, we may also issue cookies to enable certain features to function properly, track traffic or improve user experience in other ways. Cookies place certain information on your device to allow this to happen. This allows us to tailor your experience to what we think you want to see.



Information collected via social media

Social media features and widgets are either hosted by a third party or hosted directly on our site. Your interactions with these features are governed by the privacy policy of the company providing that service.

Depending on your own settings or the policies of social media and messaging services such as Facebook, WhatsApp, Twitter, YouTube and Instagram you may be providing Musana and other organisations access to certain information. If you have concerns, you should check with those services to ensure you're happy with that information being shared.

Information collected from third parties

We use third-party sites (e.g. Blackbaud, Emma, Bolder Events) to enable you to sign up for events, access our services or donate to our charity. We will store any information that they collect from you and pass on to us in order to provide the service you would like. If you have concerns, you may wish to check their privacy policies to find out more information on how they will process your data.

Information collected by Musana personnel (the term 'personnel' includes Representatives, Volunteers, Paid Staff and Trustees)

As you interact with the Musana team, there will be occasions where we will collect and store basic personal information that you have given to us through personnel. These details may be shared within Musana, but only for the purposes you gave the information in the first place.

If you wish to be added or removed from our database you can contact: UK info.uk@musana.org | US info@musana.org

4. LEGAL BASIS

We store and process data for the primary purpose of achieving our charitable purposes as set out in the Introduction of this Privacy Policy.

The lawful bases for processing data are defined as:

- (a) Consent: you have given clear consent for us to process your personal data for a specific purpose.
- (b) Contract: the processing is necessary for a contract we have with you.
- (c) Legal obligation: the processing is necessary for us to comply with the law.
- (d) Vital interests: the processing is necessary to protect someone's life.
- (e) Public task: the processing is necessary for us to perform a task in the public interest.



(f) Legitimate interests: the processing is necessary for our legitimate interests or the legitimate interests of a third party.

We store the data you provide in our password-protected cloud databases (e.g. Google Drive, CRM).

Where the data is provided for financial support, we store and process your data in order to comply with current charitable and financial legislations, such as processing donations and claiming the related Gift Aid (UK only). This is a legal obligation.

Where the data is provided in exchange for a service, for example, ordering materials, we store and process your data to fulfill the contract you have made with us.

We collect and process personal data for the purpose of entering into contractual relationships or for pre-contractual steps at the request of the individual, such as data processed on behalf of Musana team.

We require consent from you as to whether we may contact you to promote Musana activities, events and fundraising, including the method of contact you prefer.

5. WHAT DO WE DO WITH YOUR INFORMATION?

Processing of requests/donations

We may use the personal data we collect to do one or more of the following:

- Process donations you give us, including claiming gift aid (UK only)
- Provide information or materials you have requested
- Keep you up to date on news and stories about our activities and work
- Ask for financial and non-financial support, such as volunteering
- Keep records of your relationship with us, e.g. questions you have asked

Applying for a job or volunteering with us

Where you provide personal data and sensitive personal data when applying for a job with us, we will process, store and disclose the personal data we collect to:

- Support the recruitment process
- Answer any questions you may have
- Use third parties to provide services such as references



Where you provide personal or sensitive personal data, such as dietary requirements, mobility requirements or health information, we will store, process and disclose the personal information we collect to:

- Deliver the volunteering opportunity, including the disclosure of sensitive data, such as medical information, (e.g. to ensure the safety of children when we visit the programme)
- Provide the administration of these events or opportunities to serve
- Use third parties to provide services such as references and criminal referencing, such as DBS checks
- Provide appropriate support
- Answer any questions or feedback you may have

6. HOW AND WHERE DO WE STORE YOUR INFORMATION?

How long we store your information

We will keep your personal information only for as long as we consider it necessary to carry out each activity. We take account of legal obligations and accounting and tax considerations as well as considering what would be reasonable for the activity concerned.

For example, we will retain details of donations for up to 10 years to meet tax and accounting requirements.

Security

We ensure that we have in place appropriate controls to protect any personal data you provide. We ensure that access to personal data is restricted only to those personnel whose roles require such access and that suitable training is provided for these people.

We may make limited use from time to time of external companies to process personal data on our behalf. For example, we may use Just Giving to receive donations. When we do use external companies, we remain responsible for the storing and processing of your personal data. We do not store credit card details.

Where we store your personal information

We store the data you provide in our password-protected cloud databases (e.g. Google Drive, CRM, Emma).

Some of our service providers (e.g. Mailchimp) lie outside of the European Economic Area (EEA). Therefore, sometimes we transfer your data outside the EEA. These agents are bound by contract to protect your data and we



remain responsible for their actions. For a copy of their safeguards, please contact us at UK info.uk@musana.org | US info@musana.org

We take all reasonable steps to ensure that your data is stored and processed securely, whether in electronic or hard copy formats and is protected from unauthorised access, use or disclosure.

7. WHO DO WE SHARE YOUR INFORMATION WITH?

Regulatory bodies

We may need to pass on information if required by law or by a regulatory body, for example, as part of a Gift Aid audit by HMRC (UK only) or if asked for details by a law enforcement agency.

Third parties

We may use third parties to carry out tasks on our behalf, such as receiving donations.

8. CHILDREN

We may ask for details concerning children for visits to the programme. If a child is over 16 (UK) 18 (USA) we may collect information directly from the child, which will be processed in an age-appropriate manner.

9. YOUR RIGHTS

Current legislation provides the following rights for individuals in relation to their personal data:

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision-making and profiling.

To find out more about what these rights mean for you, please refer to the Information Commissioner's website: <https://ico.org.uk/> (UK only)

Seeing your personal information, changing your personal information and consent preferences



You can update your personal information and/or change your preferences on what you receive from us, including marketing and fundraising materials, or how we contact you, by mail, email or phone at any time.

Deleting your personal information

You have the right to ask us to delete your personal data, to ask us to restrict our processing or to object to our processing of your personal data. You can do so at any time by writing to us at Privacy Officer, UK Musana 1 Knightswood View, Station Lane, Chandler's Ford, SO53 4EN | USA 8100 E Arapahoe Rd, Suite 305, Centennial, CO 80112. This right covers all data held by us whether centrally or by our representatives for their personal ministry.

Please note that we may need to hold onto data for legal reasons, e.g. financial information for auditing purposes. In these cases, we will store the minimum data required and will delete it as soon as we are able.

10. CHANGES TO THIS STATEMENT

Musana will occasionally update this Privacy Policy. We encourage you to periodically review this Policy to remain informed of how Musana is protecting your information.

This statement was last updated 10th June 2024.

COOKIE POLICY

COOKIES AND HOW WE USE THEM

WHAT ARE COOKIES?

Cookies are text files containing small amounts of information that are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device and to target the content displayed to the user's interests.

You can find more information about cookies at <https://www.allaboutcookies.org> and <https://www.youronlinechoices.com/uk/>

DO WE USE COOKIES?

Yes.

TYPES OF COOKIES



There are two broad types of cookies - 'first-party cookies' and 'third-party cookies':

Firstparty cookies are cookies that are served directly by the website operator to your computer and are often used to recognise your computer when it revisits that site and to remember your preferences as you browse the site. Basically, these are our cookies.

Third-party cookies are served by a service provider on behalf of the website operator, and can be used by the service provider to recognise your computer when you visit other web sites. Third-party cookies are most commonly used for website analytics or advertising purposes.

In addition, cookies may be either 'session cookies' or 'persistent cookies'. Your computer automatically removes session cookies once you close your browser. Persistent cookies will survive on your computer until an expiry date specified in the cookie itself is reached. We use both session and persistent cookies.

CATEGORIES OF COOKIES WE USE

1. Strictly necessary cookies: These cookies are essential for the user to move around the website and to use its features, e.g. shopping baskets and e-billing.
2. Performance cookies: These cookies collect information about how the user makes use of the site, e.g. which pages the user visits most. These cookies do not collect information that identifies the user.
3. Functionality cookies: These cookies remember choices made by or attributes of the user and enhance the features and content you experience during your visit to our website, e.g. language, appeals visited or user's location. This cookie is also used to remember a user's preferences for a font size, or customisable parts of a web page.
4. Targeting or advertising cookies: These cookies collect information about the users' browsing habits. This may also include your use of social media sites, e.g. Facebook, etc., or how you interact with our website which then shows you relevant content elsewhere on the internet. NB. These may also be used to choose the advertisements that are displayed to you on our website and other websites.

We have assessed our cookies based on the [ICC Cookie Guide](#). The majority



of our cookies fall into the first two categories. However, we also use cookies on our webpages which are in categories 3 and 4.

WHAT INFORMATION DO WE COLLECT USING COOKIES?

We may collect some, or all, of the information available from cookies when you visit our website, depending on how you use it. We monitor how people use our website so we can improve it. We collect this information anonymously.

However, you can choose to use our website anonymously without giving us any information. Please see 'Changing your cookie preferences' below.

- If you visit our website, we may use cookies to record information about:
 - the areas of the website you visit
 - the amount of time you spend on the site
 - whether you are new to the site, or have visited it before
 - the country, region, city and/or borough associated with your IP address or device
 - how you came to our website – for example, through an email link or a search engine
 - the type of device and browser you use
 - how you use the website and the quality of your experience – for example, we may track your bandwidth when viewing videos
 - how you interact with our donation and sign up forms – for example what you select as your communication preferences
 - any error messages that you receive on the site

We use cookies to track how visitors come to our site. For example, we use marketing or referring tracking codes in internet addresses (URLs) to show us whether a visitor has come to our site via a link on a referring website or in a specific piece of marketing and to give us insight into the effectiveness of our marketing. Some of this information may be used by third-party cookies to target you with relevant advertising (see below).

Although not through cookies, we do measure the success of the emails we send – so we know what subject lines and stories people liked the most. We receive this information anonymously; we don't share this information.

WEBSITE STATISTICS ANALYTICS, TESTING AND PERSONALISATION

Because we are in a transition period, our website currently uses three types of web analytics services:



1. [Google Analytics](#), a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which (as discussed above) are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. For more details, please read [Google's Analytics overview](#).

You can always opt out of Google Analytics cookies by [Google's opt-out tool](#).

2. Adobe Analytics, another web analytics service provided by Adobe Systems Inc. ("Adobe"). Adobe Analytics uses cookies to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Adobe on servers in the United States. Adobe will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Another Adobe service that we use is Adobe Target which allows us to test and optimise the experience that you receive on the site. It uses cookies and data collected by Adobe Analytics to display new and existing features and content on the website that we think are relevant to you or would improve your experience on the website.

Adobe may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Adobe's behalf. Adobe will not associate your IP address with any other data held by Adobe. You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by



Adobe in the manner and for the purposes set out above. For more details please read [Adobe's Marketing Cloud Privacy Policy](#).

You can always opt out of Adobe Analytics cookies by [Adobe's opt-out tool](#).

3. Decibel Insight, is another web analytics service we use on our website in order to provide better content and service. Decibel Insight uses cookies to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Decibel Insight in the UK. Decibel Insight may record mouse actions and scrolling movement as well as basic interactions with website forms but does not track your browsing habits across other third-party websites. This data will not be used for any reason other than to perform services for us.

Decibel Insight may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Decibel Insight's behalf. Decibel Insight will not associate your IP address with any other data held by Decibel Insight. You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Decibel Insight in the manner and for the purposes set out above. For more information about the data practices of Decibel Insight, please visit their [privacy policy](#).

You can always opt out of Decibel Insight cookies by visiting [their website](#).

OTHER THIRD-PARTY COOKIES

You may notice some other cookies that are not related to Musana UK website while visiting www.musana.org. Some of our pages contain embedded content such as YouTube videos, Twitter feeds, Facebook likes or Google Plus shares, and you may receive cookies delivered from these websites. Musana does not govern the publication of third-party cookies. To understand more about their cookies and privacy statements, please visit the relevant sites.

Some of our cookies will remind you about our work and how you can help after you have left the website. These are the targeting/advertising cookies we use. It is a useful tool for us to maintain public awareness of our campaigns and how they can be supported.



If you do not want cookies to be stored on your device, it is possible to disable this function without affecting your navigation around the site.

CHANGING YOUR COOKIE PREFERENCES

The "Help" menu in the toolbar of most web browsers will tell you how to change your browser's cookie settings, including how to have the browser notify you when you receive a new cookie, and how to disable cookies altogether. Below is some helpful guidance about how to make these changes.

HOW TO DISABLE COOKIES

If you are using Microsoft Internet Explorer and you wish to block Musana's website cookies, you can perform the following:

1. On your browser tools menu, select 'Internet Options'
2. Click on the 'Privacy' tab and then on the 'Sites' button
3. Type into the 'Address of website' field: www.musana.org
5. Click on the 'Block' button
6. Click on the OK button

Find out more information about blocking or deleting cookies [using Microsoft Internet Explorer](#).

7. Other browsers: