

Website Privacy Notice and Use of Cookies

Longfield values your support and we are committed to protecting your privacy. The information below is regarding how we ensure your privacy and data security when using our website and online platforms.

Personal information

Our website is a safe environment for anyone who visits. As such, donations and purchases made to us on-line are secure. When you make a donation online, we ask for your name, address, daytime phone, e-mail address, and credit or debit card information.

We use your information to process your donation(s) and to verify credit card data. We use your mailing address to thank you and to keep you informed about the support we are providing to our patients and their families across Gloucestershire through our publications. Your phone number is used only to contact you if we need to verify order information and occasionally to thank you for your contribution and tell you more about our work.

We do not knowingly collect any personal information from a child without the consent of the child's parent(s). Children under the age of 16 should obtain parental consent before ordering from our website.

Cookies

We use cookies, small pieces of data stored inside a website browser, across our websites to improve their performance and to enhance your user experience. When you visit our websites, cookies allow us to collect some non-identifying basic information. This includes the total number of visitors, the pages viewed, and other anonymous information. We use this information to make your experience on our website as smooth as possible and to allow us to make any necessary improvements.

Types of cookie

1. Necessary Cookies

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies, services you have asked for, like shopping baskets or e-billing, cannot be provided.

2. Performance Cookies

These cookies allow us to analyse how visitors use our websites and to monitor website and campaign performance so that we can provide a high quality experience and determine how effective our campaigns are. We may also use cookies at times to evaluate our ordering process and make it as customer friendly as possible.

3. Functionality Cookies

Our ordering system is set up to remember what you are purchasing for only one visit. For example, if you are purchasing several gifts, our system will keep track of what you are purchasing while you make your selections. To allow you to keep the items in your basket, we utilise temporary cookies to process your order.

4. Targeting cookies

These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website so you can be shown more relevant ads. Longfield rarely uses this type of cookie. More detail on how businesses use cookies is available at www.allaboutcookies.org. If you decide you would like to disable cookies on this device, please view our information pages - How to disable cookies. However, please do be aware that some parts of the website will no longer function correctly if you disable cookies.

Emails

To enable us to determine which of our emails are more interesting to our users, Longfield emails may contain a single tracking pixel. This pixel can allow us to see whether emails are opened and also which links people click the most. The pixel will be deleted when you delete the email.

If you do not wish the pixel to be downloaded to your device, please set your email client to receive plain text emails from us.

Do we share your information?

It is our policy not to sell, trade, or rent your personal information to anyone. We may at times share your information with third parties who are authorised to act on our behalf, any third party receiving information will be checked for their compliance with the General Data Protection Regulations (GDPR) 2018. We reserve the right to change our policy at any time. If we choose to change our policy, you will be given the option to remove your name from our database. We may disclose to third parties aggregate statistics regarding donations but these statistics do not include any personally identifying information. The information given includes: total number of donors, total amount of donations for specific periods of time, and referring websites. Aggregate information of this kind is used to encourage fundraising partnerships.

Social Media

Depending on your settings or the privacy policies for social media and messaging services like Facebook, WhatsApp or Twitter, you might give us permission to access information from those accounts or services.

Facebook marketing

Conversion tracking helps us measure the return on investment of Facebook Ads by reporting on the actions that people take after viewing those ads. We create pixels that track conversions, add them to the pages of our website where the conversions will happen and then track these conversions back to ads we are running on Facebook. No personal information is contained in or collected as a result of using these cookies or pixels. You can opt out by visiting <http://optout.aboutads.info>

How do we provide a secure environment for online transactions?

Our on-line order processing system allows you to make safe donations and purchases. We use the latest encryption technology, Secure Sockets Layer (SSL), to ensure that no one can read your information as it travels to our ordering system.

Our on-line credit card verification system is handled by a third party, which collects your name, address, phone, credit card number and expiration date in order to process your transaction. Their encryption technology offers the highest level of security available on the Internet today. They have state-of-the-art firewalls and other security technology in place to insure the confidentiality of your transactions.

How do you contact us regarding your information?

You can send anonymous donations simply by sending a money order to us at the address found at the bottom of this privacy notice. If you do not give your name and address we will be unable to send you a receipt.

If at any time you change your email or postal address, or if any of the other information we hold is inaccurate or out of date, please contact us.

If you would like to receive our email newsletter, please use the sign up page on this site; or if you wish to unsubscribe from any of our mailings, please contact us to confirm your full name, address, and e-mail address.

If you would like to discuss any of this in further detail, please do call us on: 01453 886868, email us at: info@longfield.org.uk; or write to us at: Longfield, Burleigh Lane, Minchinhampton, Gloucestershire GL5 2PQ