



## MS-UK privacy policy

Multiple Sclerosis-UK Limited (MS-UK) is committed to protecting and respecting your privacy.

This policy (together with our terms of use and any other documents referred to within) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. This privacy policy is implemented in line with our Data Protection policy, which is available upon request by emailing [info@ms-uk.org](mailto:info@ms-uk.org).

For the purpose of the Data Protection Act 1998 the data controller is Amy Woolf, CEO at Multiple Sclerosis-UK Limited of Unsworth House, Hythe Quay, Colchester, Essex CO2 8JF.

MS-UK has a duty to disclose information to the relevant authorities when there is a safeguarding concern. In exceptional circumstances, should you give us information that suggests that you or another person is at serious risk of harm, then a breach of confidentiality may be necessary in order to protect you or that person. We will ordinarily advise you if this is the case.

### What kind of information we may collect from you

We may collect and process the following data about you:

- Information that you provide by filling in forms on our site [www.ms-uk.org](http://www.ms-uk.org). This includes information provided at the time of applying for a fundraising event (such as your name, date of birth, contact details and your connection to MS-UK), subscribing to any of our services, posting material or requesting further information
- We may ask you for information when you report a problem with our site
- If you contact us, we may keep a record of that correspondence
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them
- Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access
- We may collect information about your computer, including where available your IP address, operating system, device type and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual



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Helpline: 0800 783 0518  
Email: [info@ms-uk.org](mailto:info@ms-uk.org)  
[www.ms-uk.org](http://www.ms-uk.org)



## When we may collect information from you

We may collect personal information from you when:

- You complete a form on our website, for example ordering a newly diagnosed booklet or applying for a place in a fundraising event
- Apply for a paid or unpaid role at MS-UK, for the processing of your application
- Make a donation to MS-UK
- Order materials from us
- Use one of our services (for example, if you contact the MS-UK Helpline we will retain correspondence between us, however this will remain confidential)
- Make a payment (for example when you subscribe to New Pathways magazine)
- Contact us to become involved in the work of MS-UK in any other way, for example if you would like to write a blog for us

## Why we need this information and how we use it

MS-UK collects the personal details of people we interact with for different reasons. Usually, we require specific information to process a donation or to send you information.

We hope to communicate with you, and keep you updated on the work of MS-UK and our services. We only do this when you have said you are happy for us to do so (for example, when you opt-in to receive our e-newsletter) and we never sell your details to a third party or share them. When dealing with your personal information we will at all times comply with the Data Protection Act 1998, and any other applicable legislation.

We use information held about you in the following ways:

- To ensure that content from our site is presented in the most effective manner for you and for your computer
- To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes
- To carry out our obligations arising from any contracts entered into between you and us
- To allow you to participate in interactive features of our service, when you choose to do so
- To notify you about changes to our services

We will contact you only if you have consented to this.

When we collect your data, we will always ask you to 'opt in', which enables us to use the data we collect from you in this way. You may unsubscribe at any time.



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## Why we ask about your interest in multiple sclerosis

Sometimes we ask what your link is to multiple sclerosis (MS). For example, if you apply for one of our Virgin Money London Marathon places, we will ask you about this so we can understand your motivations for fundraising for MS-UK. If you are happy for us to keep this information we will treat it with strict confidence. If you do not want us to have this information you do not need to supply it.

## Our rules about passing on your details

MS-UK is fully committed to compliance with the requirement of the Data Protection Act 1998 ('the Act').

MS-UK is committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place electronic and managerial procedures to safeguard and secure the information we collect. We are PCI compliant which ensures that card details are destroyed once payment has been collected.

All information is kept accurate and up to date and kept only for as long as it is necessary and for the purpose for which it is to be used. All financial and personal data is kept in locked filing cabinets and/or our internal database which can only be accessed by authorised personnel.

All computers have a log in system and our database is password protected which only authorised personnel are able to access. Passwords on all computers are changed frequently.

We will never give out personal data to third parties for marketing purposes.

If you have made a Gift Aid declaration, we may disclose the information you have provided as part of the declaration to HMRC for the purpose of reclaiming gift aid on your donation(s).

We may share or disclose your personal information if we are required to do so by any law or court order.

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies.





## Your rights

When we collect your data, we will always ask you to 'opt in', which enables us to use the data we collect from you in this way. You may unsubscribe at any time.

You have the right to ask us not to process your personal data for marketing purposes, at any time, either by choosing not to 'opt in' or by contacting us at [info@ms-uk.org](mailto:info@ms-uk.org).

## Access to information

The Data Protection Act 1998 -gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

## Contacting MS-UK

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [info@ms-uk.org](mailto:info@ms-uk.org).

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