



## Privacy Notice

At Storybook Dads, we are committed to maintaining the trust and confidence of our visitors to our web site and subscribers to our newsletter. Here you'll find information on how we treat data that we collect from visitors to our website, or when someone subscribes to our newsletter.

### Visitors to our Website

When someone visits our website we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. You can find more information on how cookies are used on this website in the Cookies Policy below.

If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

### Newsletter Sign Up

As part of the registration process for our e-newsletter, we collect personal information. We use that information for a couple of reasons: to tell you about stuff you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses.

We use a third party provider, MailChimp, to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see [MailChimp's privacy notice](#).

You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing our data protection officer on [admin@storybookdads.org.uk](mailto:admin@storybookdads.org.uk)

### **Links to Other Web Sites**

This privacy notice does not cover the links within this site linking to other websites. Those sites are not governed by this Privacy Policy, and if you have questions about how a site uses your information, you'll need to check that site's privacy statement.

### **Access to Your Personal Information**

You are entitled to access the personal information that we hold. Email your request to our data protection officer on [admin@storybookdads.org.uk](mailto:admin@storybookdads.org.uk)

### **Changes to this Privacy Notice**

We keep our privacy notice under regular review. This privacy notice was last updated on 20th May 2018.