



Place Matters Policy - Privacy

Introduction

Placematters CIO (“we”, “our”, “us”) respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, store, and share your personal information when you visit www.placematters.org.uk (the “Website”), subscribe to our communications, or otherwise interact with us.

Please read this policy carefully to understand how we handle your data. By using our Website or providing your personal information, you agree to the practices described here.

Who We Are

Organisation name: Placematters CIO

Charity number: 1210905

Registered address: 85 Great Portland Street, London, W1W 7LT, United Kingdom

Email: comms@placematters.co.uk

We are the data controller for the purposes of data protection law (UK GDPR and the Data Protection Act 2018).

Data We Collect

We may collect and process the following types of personal data:

- Contact Information: name, email address
- Communication Data: your messages, feedback, or correspondence
- Marketing Preferences: consent choices, communication preferences
- Technical & Usage Data: IP address, browser type, operating system, pages visited, time on page

We do not collect any special category data (e.g. health, ethnicity, or religious beliefs), and we do not knowingly collect data from children under 16.

How We Use Your Personal Data

We use personal data only when we have a lawful basis to do so. Typical purposes and legal bases include:

- To respond to enquiries or contact requests – Legitimate interests
- To send newsletters, updates, and event invitations – Consent
- To manage and improve our website and services – Legitimate interests
- To comply with legal or regulatory obligations – Legal obligation
- To share data with partner organisations where appropriate and with your permission – Consent

Marketing and Communications

We will only send you newsletters, updates, or invitations if you have actively opted in to receive them. You can withdraw your consent or unsubscribe at any time by clicking the unsubscribe link in our emails or contacting comms@placematters.co.uk.

We may occasionally rely on the “soft opt-in” exception under PECR for existing contacts, where lawful.

We never sell or rent your personal data to third parties.

Sharing Your Personal Data

We may share your information with:

- Service providers (e.g. website hosting, analytics, or email delivery such as Mailchimp or Google)
- Partner organisations, only where you have given explicit consent
- Regulators or authorities where required by law

Where data is transferred outside the UK, we ensure that appropriate safeguards are in place (e.g. UK adequacy decisions or standard contractual clauses).

Cookies and Analytics

Our website uses cookies and similar technologies to:

- Improve site performance and security
- Analyse visitor behaviour (via Google Analytics)
- Store your preferences and session information

Where required by law, we ask for your consent before setting non-essential cookies. You can control or delete cookies via your browser settings at any time.

Data Retention

We retain personal data only for as long as necessary to fulfil the purpose for which it was collected, including as long as you remain subscribed to our communications or as required by law. When data is no longer needed, it is securely deleted or anonymised.

Data Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or misuse, including secure servers, encryption, and restricted access. However, no online system can be completely secure.

Your Rights

Under the UK GDPR, you have the following rights:

- Access – obtain a copy of your personal data
- Rectification – correct inaccurate or incomplete data
- Erasure – request deletion of your data
- Restriction – limit processing
- Data portability – receive data in a structured format
- Objection – to processing based on legitimate interests or for direct marketing
- Withdraw consent – at any time

To exercise these rights, contact comms@placematters.co.uk.

You may also lodge a complaint with the Information Commissioner's Office (ICO):

www.ico.org.uk

Links to Other Websites

Our website may contain links to other sites. We are not responsible for the privacy practices or content of those websites and encourage you to read their privacy policies.

Updates to This Policy

We may update this Privacy Policy from time to time. When we do, we'll revise the "Last updated" date and post the new version on this page. If the changes are significant, we may notify you directly.

13. Contact Us

Placematters CIO
85 Great Portland Street
London W1W 7LT
United Kingdom
Email: comms@placematters.co.uk