### **Privacy Policy**

This privacy policy sets out how Acute Need uses and protects any information that you give Acute Need when you use this website.

Acute Need is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Acute Need may change this policy from time to time by updating this page. You will be informed via email if any changes are made to this policy. This policy is effective from April 2012.

#### What we collect

We may collect the following information: name contact information including email address demographic information such as postcode, preferences and interests other information relevant to customer surveys and/or offers

### What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

We may periodically send promotional email about new products, special offers or other information which we think you may find interesting using the email address which you have provided. From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail.

We may use the information to customise the website according to your interests.

# **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

#### How we use cookies

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs.

# Controlling your personal information

If no longer wish to receive updates on the products and services that we offer then please send an email from that address to <a href="mailto:admin@acuteneed.org.uk">admin@acuteneed.org.uk</a> [1] with the word 'unsubscribe' in the subject.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you

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promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please email <a href="mailto:admin@acuteneed.org.uk">admin@acuteneed.org.uk</a> [1]

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect

Source URL: <a href="http://ancs.org.uk/privacy-policy">http://ancs.org.uk/privacy-policy</a>

#### Links:

[1] mailto:admin@acuteneed.org.uk