



# Privacy Statement

Updated 08/08/2025



## **INTRODUCTION**

This privacy statement covers the use of our website, e-mails and text messages and how we process the personal information of those who we support and those who support our work. It includes information that we think would be useful to know about our website, internal record keeping and marketing communications. In particular:

- a) Who we are
- b) How we collect information about you
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### ***a) Who we are***

Concrete Rose is a Community Interest Company with a Christian ethos and a determination to both deliver, and equip others to provide, first-class care and support for the most vulnerable young people across the UK. This encompasses a desire to see a values-driven, therapeutic approach at the forefront of services for young people.

For the purposes of this website, our communications and our related internal record keeping, we are a 'data controller' relating to the Data Protection Act 1998 and from 25th May 2018 the EU General Data Protection Regulation 2016/679 ('Data Protection Law'). This means that we are responsible for and control the processing of your personal information.

If you would like to further information about our privacy practices, please contact us by e-mailing:  
[info@concreterose.co.uk](mailto:info@concreterose.co.uk).

### ***b) How we collect information about you***

We collect information in the following ways:

- *When you interact with us directly:* This could be if you register with us for an event, make a donation to us, fundraise for us, support us with gifts in kind or donations, sign-up for our newsletter, volunteer, apply for a job, apply to be a host, apply to access one of our services or otherwise provide us with your personal information. (It could also include if you work in professional services who we or our service users engage with.) This includes when you phone us, or get in touch through email, post, or in person or access any of the services that we provide.



- *When you interact with us through third parties:* For example, if you donate to us through a third party such as Donorbox, sign-up for training through event management platforms such as Eventbrite and give your permission for your personal information to be shared with us. This is also the case whereby your details are passed onto us through our referral systems in order that you can access our services.
- *When you visit our website:* Through tools such as Google Analytics, we collect anonymous information which does not identify individual visitors to our website. We gather general information which might include those pages that are visited most often and we use this information to make improvements to our website and to ensure we provide the best service and experience for you. We also use 'cookies' to help our site run effectively. Please also see section 'n' below. We may also track which pages you visit when you click on links in marketing emails from us.

c) *The information we collect*

- Personal information such as name, postal address, phone number, email address, date of birth (where appropriate).
- Information about the support you need from us.
- Records of our work with you including any conversations or correspondence which is used in delivering our services to you.
- Special category information such as race, ethnic origin, religion etc. Sometimes we need emergency contact information and ask for this as part of our sign-up process. If we support a young person under 13 we require parent/carer consent. (In the UK young people over 13 can consent to us keeping their information and processing it.)
- Non-personal information such as IP addresses (the location of the computer on the internet), pages accessed on the Concrete Rose website and files downloaded. This helps us to determine how many people use our site, how they use it and how often. The information doesn't tell us anything about who you are or where you live. This simply allows us to monitor and improve our services.

d) *How we use it*

- To record the services that you have used, what we have done for you, how we helped and how you are when you stop using our services. We use this information to make sure we are delivering the best services that we can and we will share it with the places, such as councils, colleges, charities and funders, so we can report back to them on the work that we have done.
- To record any contact that we have with you.
- To fulfil any requests that you might make. This could be job applications, donations, participation in campaigns or providing you with information that you have asked for or have agreed to receive.
- To send you information that we think will interest you but only if you have agreed that we can do this. (We will only use your information for marketing if you have agreed to it. For us to do this you must have opted-in. This means that we only send information to people who have specifically agreed and we will only send information in the ways that that have agreed to.)
- To provide personalised services to you when you visit our websites. This could be giving you access to specific content that is helpful to an individual user.
- To carry out analysis of the demographics, achievements and behaviour of our beneficiaries so that we can get a better understanding of what works for them so that we can improve our services. We may do this research ourselves or we could ask an outside company to do this work on our behalf.
- To process sales transactions, donations or any other payments and verify financial transactions.
- To detect or prevent fraud or abuse on any of our digital platforms and to all third parties who carry out technical and other functions for us.



- To communicate with our beneficiaries, donors and commissioners.
- To understand how you use our website.

*e) Legal basis for using your information*

In most cases, we will only use your personal information where we have your permission or because we need to use it in order to fulfil a contract or an obligation.

However, there are other lawful reasons that allow us to process your personal information including 'legitimate interests'. This means that we are processing information because there is a legitimate reason for us to do so. For example, in certain circumstances individuals may have a reasonable expectation that their data will be processed such as after registering events when we will contact you to give you the information you need relating to the event.

Whenever we process your personal information under the 'legitimate interest' lawful basis we make sure that we consider your rights and interests and will not process your personal information if we feel that there is an imbalance.

Further examples of where we have a legitimate interest to process your personal information include using it for analytical purposes, conducting research to better understand who our supporters are, for our legal purposes (for example, dealing with complaints and claims), and/or for financial reporting.

We may also share your information with relevant partners and organisations if it is deemed necessary in order to keep a young person or others safe from harm. The legal basis for sharing information in these circumstances is classed as a 'vital interest' under GDPR/Data Protection law and guidance.

*f) Marketing communications*

We will only send you our marketing communications if you have agreed to receive these from us. We will only contact you by the method(s) by which you have specified, for example by email or telephone. We will only send you communications about subjects you have told us you want to hear about.

You can update your preferences or unsubscribe from these communications at any time by contacting [info@concreterose.co.uk](mailto:info@concreterose.co.uk) or clicking the unsubscribe/update your preferences link on our communications.

*g) Sharing your information*

We will never sell or share your personal information with organisations so that they can contact you for any marketing activities. Nor do we sell any information about your web browsing activity.

The personal information we collect from you will be used by our staff and a small number of approved volunteers so that we can support you or keep a record of the support you provide and your relationship to us.

We may however share your information with our trusted partners and suppliers who work with us or on our behalf to deliver our services. The processing of this information is always carried out under our instruction. We make sure that they store data securely, delete it when they no longer need it and never use it for any other purposes. We enter into contracts with these service providers that require them to comply with UK Data Protection Laws and ensure that they have appropriate controls in place to secure your information.

*h) Legal disclosure*

We may disclose your information if required to do so by law (for example, to comply with applicable laws, regulations and codes of practice or in response to a valid request from a competent authority); or, in order to enforce our conditions of sale and other agreements.



### i) Keeping your information safe

We take the security of your information very seriously and have implemented appropriate physical, technical and organisational measures to protect the personal information we have under our control (both on and off-line) from improper access, use, alteration, destruction and/or loss.

We use robust and appropriate, physical, technical and managerial controls to make sure we protect personal information provided to us, whether it's electronic or physical. Any third party providers we use have a long history of accredited operations and are used by many national and international organisations.

In the unlikely event of a breach of our measures to keep personal information safe we will inform individuals 'without undue delay' where the breach could result in ID theft or fraud; physical harm; significant humiliation and/or damage to reputation. Such breaches will also be reported to the Information Commissioner's Office.

### j) How long we hold your information for

We hold personal information for as long as is reasonable and necessary, which may be to fulfil statutory obligations or to help us understand our supporters and to keep a record of our relationship with you.

### k) Your rights

You have the right to choose to restrict the collection or use of your personal information. It's important that you know your legal rights when it comes to the processing and control of your personal information. You should read the information provided at [www.knowyourprivacyrights.org](http://www.knowyourprivacyrights.org).

If you believe that any information we are holding on you is incorrect or incomplete, or if you have any concerns about how we hold or use your personal information, please email us as soon as possible ([info@concreterose.co.uk](mailto:info@concreterose.co.uk)). We will promptly correct any information found to be incorrect or take the necessary action in line with our data protection policy to safeguard your personal information.

You have the right to request to see all the information we hold on you which we will provide within 30 days, free of charge. This is called a Subject Access Request. To do this please email [info@concreterose.co.uk](mailto:info@concreterose.co.uk). (If you have additional needs, we will offer you the appropriate support for you to access the information you require.)

If you have concerns about how we manage or keep your data, you can contact our Data Protection Officer on [info@concreterose.co.uk](mailto:info@concreterose.co.uk) who will work with you on ensuring that we follow our internal processes and address your concerns. You can also report us directly to the Information Commissioner's Office <https://ico.org.uk/> who are the governing body for data protection.

### l) Our website

**WordPress Content Management System:** We use a third-party service, WordPress Content Management System (CMS) to host the Concrete Rose website. Our website search function is powered internally by WordPress. Search queries and results are logged anonymously to help us improve our website and search functionality. No personal data is collected through this search function by us, WordPress, or any third party.

**Newsletter sign-up and website forms:** If you choose to receive our newsletter, you can opt in through our sign-up footer. We also offer the opportunity for you to contact us through forms on our website to enable you to express your interest in Concrete Rose. The forms and widget link directly to our CRM systems where store your personal information securely.



**Embedded links:** Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website. These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website. These websites usually have their own privacy policies:

- X privacy policy: <https://x.com/en/privacy>
- YouTube privacy policy: [https://www.youtube.com/intl/ALL\\_uk/howyoutubeworks/privacy/](https://www.youtube.com/intl/ALL_uk/howyoutubeworks/privacy/)

*m) People who feature on our website*

If we wish to use your photograph, film, case study or event on our website prior to publishing it we will seek your explicit permission. We will explain what we will do with your case study, photograph or event and you can tell us where we can and can't use it.

If you change your mind in the future, you can ask us to remove the information. Please contact [info@concreterose.co.uk](mailto:info@concreterose.co.uk) and we will remove it within 7 days of your request, sooner if possible. Please note that in the context of printed materials, such as our annual review, it may not be possible to remove your photograph/case-study but we will ensure it is not reprinted in the future.

We reserve the right to remove any photo, event, case study or article from our website or social media at any time without prior notice.

*n) Cookies*

A cookie is a small file of letters and numbers that is downloaded onto your computer when you visit a website. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

Cookies are used by many websites and can remember your preferences, record what you have put in a shopping basket, and count the number of people looking at a website. They let websites recognise your device, so that the sites can work more effectively, and gather information about how you use the site. A cookie, by itself, can't be used to identify you.

We use cookies to improve our website for you, for example tools such as Google Analytics help us to measure general information such as the number of new and returning visitors, how many people use our website and how they use it. We do this to make sure our website is meeting users' needs and to help us understand how we could improve it. We also use the standard first-party Google Analytics JavaScript with no adjustments. The Google Analytics JavaScript libraries use HTTP Cookies to 'remember' what a user has done on previous pages/interactions with the website. Analytical cookies allow us to recognise and count the number of visitors and to see how visitors move around the site when they're using it. This helps us to improve the way our website works, for example by making sure users are finding what they need easily. For full information about how Google Analytics uses cookies please see: <https://support.google.com/analytics/answer/6004245?hl=en>. We also use first-party cookies to enable us to track your activity on our website e.g. the pages of our website that you visit to help us with digital promotion (adverts) relating to charitable activities.

We embed YouTube videos on our website, which use third party cookies.



You can find out how to control and delete cookies in your browser. Please note if you change your cookie preferences our website may not function for you as we would like it to. For further information about cookies please visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

*o) Social media*

We have Facebook, X, Instagram, LinkedIn and YouTube social media accounts.

You should always exercise caution and discretion in deciding what information you disclose on social media. If you contact us via social media please consider the information you share, as these are third party platforms and you should be mindful of their terms and conditions when you registered.

If you message us via these platforms, we may need to pass the details to another department or manager within our organisation deal with your query appropriately. Once we have dealt with your question or concern, we will delete your message.

*p) People who e-mail us*

When you email us, whether via our website or otherwise, you need to be aware that this may not be secure and that any emails we send or receive may not be protected in transit, therefore you may wish to limit the information you provide.

We will also monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.

*q) Supporter communications*

If you choose to receive marketing communications from us, this would usually be in the form of our email newsletter. However, there may be some circumstances where we use other methods to contact you if you give us your permission to do so.

If you give us permission to send you our supporter marketing communications, we will send you information which we think you may find interesting, including events using the email address you have provided. You may opt out of this or change your preferences at any time by clicking the unsubscribe or update your preferences link on email, or by contacting us [info@concreterose.co.uk](mailto:info@concreterose.co.uk).

We will collect the personal data which you choose to provide us with, which may include your name, address and email address and your preferences about how you would like to be contacted to ensure we act in accordance with your wishes.

*r) Making a complaint*

For our full complaints procedure, please see our complaints policy: [www.concreterose.co.uk/our-policies](http://www.concreterose.co.uk/our-policies)

You can e-mail us on: [info@concreterose.co.uk](mailto:info@concreterose.co.uk)