

# **Pace Privacy Policy**

A guide on how Pace uses and protects any information given through the use of our website

January 2014

**Pace**  
Parents against  
child sexual exploitation

## 1. About this policy

1.1 This privacy policy sets out how “Parents Against Child Sexual Exploitation (Pace)” uses and protects any information that you give “Parents Against Child Sexual Exploitation (Pace)” when you use this website.

1.2 “Parents Against Child Sexual Exploitation (Pace)” 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.

1.3 “Parents Against Child Sexual Exploitation (Pace)” may change this policy from time to time by updating this document/page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1 January, 2014.

## 2. What we collect

2.1 We may collect the following information:

- name
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to surveys and/or services

## 3. What we do with the information we gather

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

- Internal record keeping.
- We may use the information to improve our resources and services.
- We may periodically send promotional email about new resources, special events 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, or mail.
- We may use the information to customise the website according to your interests.
- We may use the information in aid of the delivery of Pace services, including, but not limited to, the forum.

## 4. Security

4.1 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.

## 5. How we use cookies

5.1 A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

5.2 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 service user needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

5.3 Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

5.4 You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## 6. Email Newsletter

6.1 This website operates an email newsletter program, used to inform subscribers about news and events supplied by this website.

6.2 Users can subscribe at their own discretion through an online automated process. Subscriptions are taken in compliance with UK Spam Laws detailed in the Privacy and Electronic Communications Regulations 2003. All personal details relating to subscriptions are held securely and in accordance with the Data Protection Act 1998.

6.3 In compliance with UK Spam Laws and the Privacy and Electronic Communications Regulations 2003 subscribers are given the opportunity to un-subscribe at any time through an automated system detailed in the footer of each email newsletter.

6.4 Email marketing campaigns published by this website or its owners may contain tracking facilities within the actual email. Subscriber activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include: the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity and other measures that help to inform our communications and to refine future email campaigns with more relevant content based around their activity.

## 7. Links to other websites

7.1 Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## 8. Social media use and engagement

8.1 Any activity by service users through external social media platforms owned by Pace are bound to the terms, conditions and privacy policies held with each social media platform.

8.2 Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. We will never ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

8.3 We may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

## 9. Controlling your personal information

9.1 You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [info@paceuk.info](mailto:info@paceuk.info).

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

9.3 You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you please write to Pace at Waverley House, Unit 10, Killingbeck Drive, Leeds, LS14 6UF.

9.4 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.