



Privacy & Cookies Notice v. July 2026

In accordance with Data Protection law Slide Away is committed to protecting and respecting your privacy. This notice explains how we use and protect the information given to us. If you have any questions regarding this notice, please email us at info@slideaway.org.

We may update this notice from time to time; please check our website or contact us for the latest version to ensure you are happy with any changes.

Note for employees and volunteers: This notice is intended for service users, donors, and the public. Information regarding how we process the data of our staff, trustees, and volunteers is contained within our internal **Staff Privacy Notice**.

Data controller

Slide Away is the data controller and is responsible for your personal data. This includes all information collected through our services and across both the Slide Away and Project Eileen websites. Throughout this notice, we refer to ourselves as "Slide Away", "we", "us" or "our".

Data protection principles

We will comply with data protection law. This says that the personal information we hold about you must be:

- Used lawfully, fairly, and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

How we collect your information and types of information collected

We only collect personal identification data, such as names or contact details, when it is voluntarily provided.

How we collect your information

We collect personal data through various interactions:

- **Digital communications:** This includes information you provide via our referral and consent forms (processed through Google Forms) or when subscribing to or booking services and training through our online partners, such as Ticket Tailor, Online Club Manager or Wix. This also includes details of your visits to our website, such as traffic and location data.
- **Direct interactions:** You may provide details directly to our staff or volunteers, most commonly when we conduct triage sessions over the phone or assessment sessions face to face. Other than the basic details listed below, we do not record or retain specific details of these discussions. The only exception to this is if a concern is raised that involves the safety or well-being of a child or adult; in such cases, we are required by law to record and share necessary information to ensure the appropriate protection is in place.
- **Professional liaison:** While referrals are made by parents/carers, we may communicate with your child's school regarding their engagement with our support. We will only do this if you have given us explicit consent to do so on our referral form. These are informal discussions and the details are not recorded.
- **Feedback and evaluation:** We collect information through CBSQ (Child Bereavement Service Questionnaire) feedback forms following the conclusion of our support to help us evaluate and improve our services.
- **Training feedback:** We collect information through our own feedback forms provided at our training events to help us improve our professional support and resources.
- **Fundraising and donations:** We receive information about you when you support the charity through third-party platforms such as JustGiving, PayPal Giving Fund, CAF, or Easy Fundraising.

The types of information we collect

The information we collect, process, and store includes:

- **Identity and contact details:** such as your name, telephone number, address and email address.
- **Beneficiary information:** Your child's name, their school name, your child's school year, and your child's date of birth.
- **Relationship information:** How the child is related to the person that is unwell or that has died.
- **Professional and school contacts:** For schools that subscribe to our services or individuals who attend our training or networks, including

Project Eileen, we maintain a database containing a named contact, job title, school/organisation name, professional contact details (email and telephone number) and school-level statistics (such as type of school or year group sizes).

- **Service records:** We keep records of attendance at our sessions, workshops, and training events.
- **Feedback data:** Information provided in CBSQ feedback forms and training feedback forms. We anonymise this information so it can no longer be associated with you if used for feedback for statistical purposes, grant funding applications, or reports without further notice.
- **Testimonials and case studies:** We sometimes use feedback, complimentary emails, or case studies to help us raise awareness of our work and illustrate the impact of our services. We will always seek your explicit permission before using identifiable comments or testimonials. When we use case studies for reporting or funding purposes, we ensure these are anonymised to protect the privacy of the children and families we support.
- **Records of correspondence:** including completed referral forms, session or booking forms, and donation notifications received from third-party platforms.

If you choose not to provide personal data

To provide our services or to comply with our legal obligations, we require certain information. If you choose not to provide this, we may be unable to offer the support you have asked for. If this is the case, we will communicate with you and explain why the missing information prevents us from moving forward.

How we use the information provided to us

We will only use your information when the law allows us to. Most commonly, we use the information provided to us in the following circumstances:

To provide our services

- To process referral forms and manage the triage and assessment process.
- To register children and families for our support sessions.
- To manage bookings and attendance via Ticket Tailor and Online Club Manager, or similar platforms.
- To communicate with you regarding the services you have requested.

To manage our professional relationships

- To maintain our database of schools and professional contacts.
- To manage and deliver training sessions for professionals and school staff.
- To process school subscriptions and provide access to our resources.

To improve and fund our work

- To process and anonymise feedback from CBSQ and training forms after receipt for statistical analysis and reports.
- To support grant funding applications by demonstrating the impact and reach of our services (using anonymised data).
- To process donations and, where applicable, claim Gift Aid.

With your consent or for our legitimate interests

- To send you newsletters or updates about our work via MailerLite, Gmail or similar platforms. If you are an existing contact or have previously used our services, we may send these because we have a legitimate interest in keeping you informed. You can opt out of these communications at any time.
- To use testimonials, complimentary emails, or verbal feedback to help us raise awareness of our work or illustrate our impact. We will always seek your explicit permission before using identifiable comments in this way.

For legal and safety reasons

- To comply with our legal obligations, such as safeguarding requirements to protect the welfare of a child.
- To maintain records for insurance or health and safety purposes.

Our promise on how we use your information

We will only use your personal information for the purposes for which it was collected. If we ever need to use your data for a different, unrelated reason, we will reach out to explain why and ensure we have the legal right to do so. We will only use your contact details to communicate with you about our services, provide necessary administrative updates, or share news and information you have requested or expressed an interest in.

How we use sensitive information

Some of the information we collect is more sensitive than others—such as details regarding health or beliefs. This is known as "Special Category" data and we take extra care to protect it.

We will only process this information in the following ways:

- **To provide the right support:** We use the sensitive information you choose to share with us to ensure our sessions are safe, respectful, and meet your family's needs.
- **With your permission:** Usually, you provide this information voluntarily through our referral or assessment forms so that we can support you effectively.
- **In an emergency:** We may share relevant information with first aiders or medical professionals if it is necessary to protect your safety or the safety of a child.

- **To meet our legal duties:** For example, where we have a safeguarding responsibility to protect the welfare of a child.

How long we keep your information

We only keep your information for as long as it is needed to provide our services and meet our legal duties.

- **Standard retention of families and children service data:** We hold personal information for the delivery of services for a period of **24 months** after our first contact with you, typically on referral. To ensure we manage our records efficiently, we perform a final deletion of this data in the July following that period.
- **Families using extended or follow-up services:** If a child takes part in one of our extended services or follow-up sessions, such as Mother's Day, Father's Day, or Advent sessions, or similar sessions (which are sometimes co-hosted with external organisations), we will retain limited contact details (the child's name, parent's name, and email address) past the 24 months mentioned above so that we can continue to invite them to these events. This basic contact information will be safely deleted once a family has not attended any extended services or follow-up sessions for a period of 24 months.
- **Reaching adulthood:** For the children and families we support, we delete the above-mentioned information sooner if the child reaches adulthood. In these cases, data is deleted in the July following their 18th birthday, even if this occurs before the 24-month period is up.
- **Child Bereavement Support Questionnaire (CBSQ) data:** To help us evaluate the impact of our support and ensure professional standards, we retain all completed CBSQ data for a period of 6 years from the date of the review form. To ensure efficient management of our records, a final deletion of this data takes place in the July following the end of this 6-year period.
- **Anonymised data:** We may keep non-identifiable information (such as statistics about how many people we've helped) for a longer period to help us report to our funders. This data cannot be linked back to you or your child.
- **Testimonials:** If you have provided a testimonial to help promote our work, we may keep this for a longer period. We will use this until you withdraw your consent or ask us to remove it.
- **Our community and mailing lists:** This includes school contacts, training delegates, donors, and families who have given us explicit permission to stay in touch or subscribed to services (such as the Project Eileen network). For these individuals, we only store limited information—typically just a name, email address, and the nature of your connection to Slide Away (e.g., 'School Lead' or 'Supporter'). Because you have asked to receive updates and news, we maintain this contact data on an ongoing basis. We regularly review these lists for accuracy and will remove your details immediately if you withdraw your consent or ask to be unsubscribed.

- **Professional training records:** For professionals who attend our training sessions (including those approved by the British Psychological Society), we maintain attendance registers and certification records for a standard period of 72 months. To ensure efficient management of our records, we perform a final deletion of this data in the July following the end of this period. Retaining this data allows us to support attendees and their employers with verification of professional development, helps us meet the general expectations of external bodies, and ensures we maintain an accurate record of our professional impact.
- **Data stored on third-party platforms:** While we use third-party platforms such as JustGiving, Wix, and Ticket Tailor to process donations and bookings, we only maintain our own records of that information for as long as necessary to meet our legal and operational obligations. Where not covered by the ongoing consent of our mailing lists, booking and donation records held within our third-party dashboards are typically deleted or anonymised after 6 years to align with UK financial and HMRC requirements. Please note that while we manage the records within our specific charity accounts, we do not control the personal accounts or profiles you may hold directly with these providers, and we encourage you to refer to their respective privacy policies for details on their own data management.

Legal and regulatory exceptions

While we aim to adhere to the standard retention periods above, there may be instances where we are required—for example by law, professional accrediting bodies, or our insurers—to retain specific records for a longer duration. This may include information related to safeguarding and child protection, financial records for HMRC compliance, or data necessary to fulfil our professional indemnity requirements. Because these legal and regulatory obligations can vary depending on the nature of the information, some records may be kept for six years or longer.

Specific examples of these include but are not limited to:

- **Safeguarding:** If a safeguarding issue is recorded, we will retain the specific safeguarding record(s) until the July following their 25th birthday.
- **Accidents and Injuries:** If an accident is reported while a child is in our care, we will retain the specific accident report and related logs until the July following their 21st birthday.

If you have questions about the specific retention period for your data or would like to know why certain information is being held, we encourage you to contact us and we will be happy to provide further details.

Where we store your information

We take the security of your data very seriously. Your information is stored and processed using the following safeguards:

- **Secure systems:** We use industry-standard, secure software and cloud-based services to store your electronic records.
- **Data location:** While we primarily process data within the UK, some of our service providers (like Google) may store information on secure servers outside the UK. In these cases, we ensure that appropriate legal protections are in place to keep your data safe.
- **Physical security:** We avoid keeping paper records. Any temporary paper notes containing personal information are stored securely while in use and are shredded as soon as they are no longer needed.
- **Controlled access:** We operate on a 'need to know' basis. Our core staff are trained in data security, and our sessional staff and volunteers only receive the minimal information necessary (such as names) to support our sessions safely.

How we keep your information secure

We take the security of your data very seriously. Because we use established platforms like Google Workspace to manage our referrals and communications, your information is protected by industry-standard encryption and security features.

- **Online security:** While no system on the internet is 100% secure, we use strict procedures once we receive your information to prevent it from being lost or accessed without permission.
- **Our responsibility:** If we ever suspect a data breach, we have a clear plan to deal with it. We will notify you and the Information Commissioner's Office (ICO) if we are ever legally required to do so.
- **Your role:** To help keep your information safe, we recommend being careful when sending sensitive details over public Wi-Fi or from shared computers.

How we protect your data when sharing

We will never sell your data. We only share your information when it is necessary to deliver our services effectively or to meet our legal duties.

- **Strict rules for partners:** We only use professional service providers who meet high security standards. They are only permitted to handle your information to provide the specific services we have contracted them for, and they must keep your data strictly confidential.
- **Legal & safety obligations:** We may also share information if we are legally required to do so, or if it is necessary to protect the rights, property, or safety of children, families, or others.

Human decision-making

We believe in a personal approach. All decisions regarding our support and services are made by our experienced team members. We do not use automated

systems or algorithms to make decisions about the families or professionals we work with.

Website cookies

Like most websites, we use "cookies" to help our site run smoothly and to understand how people find us.

- **What we collect:** When you visit our site, we see things like which browser you use and which pages are the most popular. This information is anonymised, meaning it doesn't tell us who you are.
- **Our promise:** We do not use cookies to collect personal information about you. We only use this data to see how our website is performing and how we can make it better for the families we support.
- **Your choice:** You can choose to turn off cookies in your browser settings. If you do, just be aware that some parts of our website might not work quite as intended.

Our websites and external links

This privacy policy covers both the **Slide Away** and **Project Eileen** websites, as both organisations are now merged. While these sites are managed on different platforms, we apply the same high standards of data protection to both.

- **External links:** We may sometimes link to external sites to help run our services, such as Ticket Tailor for event bookings.
- **Third-party policies:** These external sites have their own privacy policies. We do not have control over how they handle your data once you leave our websites, so we cannot accept responsibility for their practices. We recommend checking their privacy notices before sharing any personal information.

Your rights

Under data protection law, you have several rights regarding how your information is handled. You have the right to:

- **Be informed** about how we use your data (which is what this policy is for).
- **Access** your data by requesting a copy of the information we hold about you.
- **Update or correct** your information if it is inaccurate (the right to rectification).
- **Ask us to delete** your data (the right to erasure).
- **Object or restrict** how we use your data in certain circumstances.
- **Move your data** to another service (the right to data portability).
- **Challenge** any automated decisions or profiling (though Slide Away does not currently use these).

To exercise any of these rights, or if you have any questions, please contact us.

If you have a concern

If you are not happy with how we collect or use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK's data protection authority (www.ico.org.uk).

We would be very grateful if you would contact us first if you do have a complaint; we would value the opportunity to listen to your concerns and try to resolve them for you.

Keeping us updated

It is important that the information we hold is accurate. Please let us know if your contact details or circumstances change while you are receiving support from us.

Accessing and updating your information

You have the right to see the information we hold about you.

- **No cost:** In almost all cases, we provide this information free of charge.
- **How to request:** If you would like a copy of your information, or if you need to update your details because your circumstances have changed, please email us at: info@slideaway.org
- **Corrections:** If you object to any information we hold or believe it is incorrect, please let us know and we will work with you to get it corrected or removed.

Questions about your data?

Our Operations Manager acts as our Data Protection Lead to ensure we look after your information correctly. If you have any questions about this notice or how we handle your personal information, please contact us at: info@slideaway.org

Last approved: July 2026

Next scheduled review: July 2029