



World Bicycle Relief UK Privacy Statement

July 2011

Who we are

World Bicycle Relief UK (WBR) is dedicated to relieving the needs of people living in impoverished or disaster stricken areas of the world by the provision of bicycles to enable them to access education, employment, healthcare and other essentials of life.

Founded by SRAM Corporation in 2005 in the United States, WBR specializes in large-scale, comprehensive bicycle programs supporting poverty relief and disaster recovery initiatives. To date, more than 80,000 specially-designed and locally-assembled bicycles have been distributed, and over 700 local mechanics have received specialized training.

The Bicycles for Educational Empowerment Program (BEEP) is an innovative program that is providing approximately 50,000 bicycles to school children, teachers and school volunteers in rural Zambia. Bicycles empower students by providing safe and reliable transportation to school, which aids in the successful completion of their secondary education and is a catalyst for better health and economic outcomes.

World Bicycle Relief UK is a Registered Charity (approved by the UK Charity Commission in April 2011) and its charity number is 1141613.

World Bicycle Relief UK (registered Company in England & Wales no. 7550355) is a wholly owned subsidiary and trades on behalf of World Bicycle Relief UK. World Bicycle Relief UK within the context of this Privacy Policy means both organizations.

Why we may collect your data

Personal information

You may at times be asked to supply personal information via the World Bicycle Relief UK website. Personal information is anything that enables us to identify you in some way, such as your name and an email address.

If you supply such information, we are legally bound by the Data Protection Act 1998 to ensure that such information is only used for the purpose for which it was requested and also to ensure that the data is held securely.

General

We may collect and record information in order for us to understand more about how our site is used and in turn to make sure that the site reflects your needs. To do this we may send cookies to your PC.

A cookie is a small file that contains information that allows us to recognise that you have used the site before, but will not contain any other personal data.

If you do not want cookies to be stored on your PC it is possible to disable this function within your browser without affecting your navigation around the site.

In Internet Explorer, click on Tools, click on Settings, click on the Privacy tab and then use the slider bar to choose the level of privacy you want.

In Firefox, click on Tools, click on Options, click on Privacy, click on the Cookies tab and choose your level of privacy.

Financial information

In order to process Direct Debit, Credit Card or other financial transactions we have teamed with Virgin Money Giving to ensure our donors will receive great service and so that they can have complete confidence given their strong, secure online donation systems. Specifically, Virgin Money Giving uses Visa and Mastercard SecureCode as well as Verisign for internet protection.

Requests for information

If you make a request for further information via the World Bicycle Relief UK website, the data will only be retained on the Web Servers as long as necessary in order to respond to your query.

Confidentiality

The World Bicycle Relief website may include links to other sites, not owned or managed by the World Bicycle Relief UK. We cannot be held responsible for the privacy of data collected by websites not managed by World Bicycle Relief UK.

Who we share information with

World Bicycle Relief UK does not rent or sell mailing details to any third party. However, World Bicycle Relief UK will occasionally send information about World Bicycle Relief UK supporters to other World Bicycle Relief entities outside the UK and EU. We will never add your name to another organization's database.

World Bicycle Relief UK may from time to time need to use the services of an Internet Provider. For financial or technical reasons these may be sited outside of the European

Economic Area. Use of data by the Internet Service Provider on behalf of World Bicycle Relief UK is regulated and safeguarded by specific procedures to comply with the requirements of the Data Protection Act 1998.

Users under 18

If you use this site for information about fundraising, campaigning or supporting the work of World Bicycle Relief UK, please let an adult know.

Access to your information

You may request a copy of any personal information that the World Bicycle Relief has about you. Please write to World Bicycle Relief UK, c/o Capsticks, 1 St. Georges, London, SW19 4DR. World Bicycle Relief UK does not make a charge for supplying this information and will reply within 30 days of receipt of your request. It will help us to locate your records more easily if you can tell us something about the nature of your contact with World Bicycle Relief UK.