

Privacy Policy For Personalised Samples Requested Under The Stikins School Fundraising Scheme

This statement relates specifically to the information supplied to us for printing samples and forms part of our overall Privacy Policy, which is compliant with the General Data Protection Regulation (GDPR).

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Introduction

Members of the Stikins fundraising scheme – usually schools or PTA organisations – have the opportunity to request free personalised samples for their pupils. As part of this offer, we request a list of names that are to be used to personalise the free samples.

This document outlines our policy for protecting the privacy and confidentiality of this information. It describes what information we collect, our legal basis for doing so, where the information is stored, how the information is processed, and how and when we delete the information from our system.

What Information Do We Request?

We ask you to supply a list of names. This list may include full names or it may include partial names. Where a school or organisation cannot release full names under the terms of its own data protection policy, they may request a more anonymous personalisation – for example, using initials and surnames, first names and last initials, or simply initials and class names.

What Is Our Legal Basis For Requesting This Information?

Under the General Data Protection Regulation (GDPR), we are required to have a legal basis for requesting and processing information. Our legal basis for requesting a list of names is Legitimate Interests.

This basis means that we can request and process information provided that:

- We can identify a legitimate interest
- It is necessary to process information to fulfil that legitimate interest
- The processing of the information is balanced against the individual's interests, rights, and freedoms.

We believe that there is a legitimate interest in offering personalised samples to our school fundraisers. These samples have been shown to increase the numbers of parents using name labels on their children's belongings. This benefits the parents, the school or PTA (or other group) that requested the samples, and ourselves.

We need to request a list of names in order to produce the personalised samples; we have considered offering non-personalised samples but have found that they are ineffective and therefore do not benefit any parties involved.

The information that we request is names only; we consider this to be incomplete information, which cannot be used to compromise the interests, rights, and freedoms of the recipients.

Additionally, we process the information for the sole purpose of printing the personalised samples. As soon as the samples have been printed we delete all copies of the list of names from our system and we do not share this information with any third parties.

Where Is The Information Stored?

We request that the information is sent to us by email in the form of a Word document or Excel spreadsheet. Our emails are stored securely offsite on our email server. The information is processed using a single secure terminal in our office; only authorised employees have access to this office and only authorised employees process the information for printing.

How Do We Process The Information?

We print your list of names using the following steps:

- A temporary copy of your list is downloaded to our computer.
- We print a copy of this list for validation purposes.
- We copy your list of names into an Excel spreadsheet, which we use to convert your information into the correct format for printing.
- Your information is then copied into a print file and sent to our printer.

When & How Do We Delete The Information?

We use your information solely for the purpose of printing your samples. Each copy of your information is deleted as soon as it is no longer needed.

- The copy of your list downloaded to our computer is deleted at the end of the day when we delete all temporary files from our computer.
- The printed copy of your list is shredded as soon as your samples are ready for posting.
- Your list is deleted from our Excel spreadsheet as soon as the samples have been printed.
- The print file is deleted as soon as your samples have been printed.
- Your initial email containing the list is deleted as soon as your samples are ready for posting.

Conclusion

We take the protection of your information very seriously. Our data processing policies have been designed to preserve the privacy and confidentiality of the information you supply to the highest standards. We request the information for the sole purpose of providing free personalised samples because we feel these samples are of real benefit to our school fundraisers and the recipients. We keep the information only for as long as is necessary to print the free samples and have put into place policies that will ensure the privacy and confidentiality of that information for as long as it is in our care.

Our policy complies with UK law, including the EU General Data Protection Regulation (GDPR) and we hope this document satisfies any questions or queries you may have. If you do have any further questions or concerns about this policy, please get in touch with us by emailing info@labelplanet.co.uk.

You can view our full Privacy Policy on our website here: <https://www.stikins.co.uk/privacy-policy/>.