

Privacy Policy

MAMA (Meet-A-Mum Association trading as MAMA Registered Charity #431)

This privacy policy will explain how MAMA uses the personal data we collect from you when you use our website.

What data do we collect?

When you visit one of our or our booking/payment/volunteer platform websites, anonymised information about your visit, which includes information such as your general location and the device you are using is collected for analytics purposes.

We also collect personal identification information from you when you register for membership or sign up for an event or volunteering with MAMA, which includes, but is not necessarily limited to, your full name, your email address, your phone number, your nationality, your partner's name and the names and ages of your children.

How do we collect your data?

The anonymised information about your visit is collected automatically when you visit a page on our booking/payment/volunteer platform websites. You directly provide the personal information we collect. This data is collected when:

- You register for membership
- You register for any of our or our related organisations'/business members' events
- You sign up to volunteer for MAMA

How will we use your data?

We collect your data so that we can:

- Process your registration and manage your membership.
- Send you news updates and events run by MAMA or related organisations/business members.
- Email you with special offers on products and services from our business members we think you might like.
- Send you news updates and events we think will interest you about MAMA or related organisations.
- Manage volunteering that you sign up for.

We do NOT share your data with any third parties for the purposes of marketing.

Your data is shared with third parties whose events you have registered to attend for the purposes of organising and analysing the event and keeping you up to date.

Your anonymised data is shared with Google Analytics to enable us to better understand our audiences and where they visit our websites from, which enables us to improve our websites, products and services.

What automated decision making and/or profiling we do with your data

We do not perform any sort of automated decision making or profiling with your personal data. Google Analytics will use the anonymised information about you and your visit to our site to allow us to sort visits into categories, such as visits from users from certain locations or certain age ranges, but we cannot see specific details about individual visits.

Your personal information is never handed over to any sort of artificial intelligence or machine learning algorithm.

How do we store your data?

Your data is stored securely on MAMA's Outlook drive and email accounts which have various security measures in place to protect your personal data and access is restricted to only those necessary.

Anonymised data about your visit to our website is stored on servers belonging to Google, which may not necessarily be within the European Economic Area (EEA).

Marketing

MAMA will send you information about events and services of ours, our event providers or our business members. This is typically in the form of event details and adverts in our Stroller event newsletter. You can always opt out at any time using the 'unsubscribe' link in any of our emails. You have the right at any time to stop MAMA from contacting you for marketing purposes, although please be aware that this is also likely to opt you out of receiving details of upcoming MAMA events.

What are your data protection rights?

MAMA wants to make sure you are fully aware of all your data protection rights. Every user is entitled to the following:

The right to access:

You have the right to request access to or copies of your personal data from MAMA. We may charge you a prescribed fee for this service. You are also entitled to ask for details of the purposes for which the personal information has been and is being used by us; and the names of the persons or types of persons to whom and circumstances in which the personal information has been and is being disclosed.

The right to rectification:

You have the right to request that MAMA correct any error or omission in your personal information.

The right to erasure:

You have the right to request that MAMA cease, or not to begin, using your personal information:

- 1) for the purposes of advertising, marketing or public relations;
- 2) where the use of that personal information is causing or is likely to cause substantial damage or substantial distress to you or to another individual;
- 3) where that personal information is no longer relevant for the purposes of its use.

If you remain a member we will need to keep certain personal data for the purpose of membership administration.

Requests for access:

Provided the request is sufficiently detailed to enable us to identify the personal information, MAMA will promptly acknowledge the request and respond to you within 45 days unless this time period is lawfully extended. If you would like to exercise any of these rights, please contact us by emailing contactmum@mama.bm.

What are cookies?

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

For more information, go to allaboutcookies.org.

How do we use cookies?

MAMA uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in
- Understanding how you use our website

What type of cookies do we use?

There are a number of different types of cookies, however, we use:

Functionality – MAMA uses these cookies so that we recognise you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.

Advertising – MAMA uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. MAMA sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

How to manage cookies

You can set your browser to not accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

Privacy policies of other websites

The MAMA website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy, as it may be different to ours.

Changes to our privacy policy

MAMA keeps its privacy policy under regular review and places any updates on this webpage.

How to contact us

If you have any questions about MAMA's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at contactmum@mama.bm MAMA's Privacy Officer position is held by the Compliance Officer in place at the time.