



Who we are:

Michael Yoakley's Charity, Charity number: 205769

Yoakley Care and Yoakley House, Drapers Close, Margate CT9 4AH

Data Protection & Privacy Policy (Mailing List : Names and Email Addresses)

1. Introduction

This policy explains how we collect, use, and protect personal data when individuals sign up to our mailing list. We are committed to safeguarding privacy and ensuring compliance with applicable data protection laws, including the UK GDPR and the Data Protection Act 2018.

2. Data We Collect

When you subscribe to our mailing list, we collect the following personal data:

- First name
- Last name
- Email address

We do not collect any special category (sensitive) data for this purpose.

3. How We Collect Data

Personal data is collected directly from you when you:

- Sign up via our website or online forms
- Opt in through a registration or contact form
- Provide consent through other clear subscription methods

4. Purpose of Processing

We use your personal data to:

- Send newsletters, updates, and marketing communications
- Inform you about our services, events, or relevant information
- Maintain and manage our subscriber list

5. Legal Basis for Processing

We process your personal data based on:

- **Consent:** You have given clear consent to receive marketing communications from us. You can withdraw this consent at any time.

6. Use of Third-Party Processors

We use Mailchimp as our email marketing platform. Your data is stored and processed by Mailchimp on our behalf.

Mailchimp acts as a data processor and complies with relevant data protection laws. Data transferred outside the UK/EEA is safeguarded using appropriate mechanisms such as Standard Contractual Clauses.

7. Data Sharing

We do not sell, rent, or trade your personal data. Your information will only be shared with trusted service providers (such as Mailchimp) where necessary to operate our mailing list.

8. Data Retention

We retain your personal data only for as long as you remain subscribed to our mailing list. If you unsubscribe, your data will be removed or anonymised within a reasonable timeframe.

9. Your Rights

Under data protection law, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate data
- Request deletion of your data (“right to be forgotten”)
- Withdraw consent at any time
- Object to or restrict processing in certain circumstances
- Lodge a complaint with the Information Commissioner’s Office (ICO)

10. Unsubscribing

You can unsubscribe from our emails at any time by clicking the “unsubscribe” link included in every email or by contacting us directly.

11. Data Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or misuse.

12. Changes to This Policy

We may update this policy from time to time. Any changes will be posted on our website or communicated where appropriate.

13. Contact Us

If you have any questions about this policy or how your data is handled, please contact us at: admin@yoakleycare.co.uk