



Website Privacy Policy

This policy covers:

- Who we are
- What information we collect about you and why
- Work related activities
- Who we share your information with
- How long we keep your information for
- Accessing your information and contacting us.

We manage your personal information in accordance with the current EU General Data Protection Regulations.

Who we are

The Anti-Tribalism Movement is a non-profit organization committed to tackling tribalism and promoting fairer and more equitable societies.

Anti-Tribalism Movement (ATM) is a charity registered with charity commission of England and Wales (Number 1168836) and a company limited by grantee registered in England and Wales (number 07002550).

We are based in the UK, and located at Culture House, 5A Uxbridge Rd, London W12 8LJ.

Anti-Tribalism Movement (ATM)
5A Uxbridge Rd, London, W12 8LJ
www.theatm.org

What information we collect about you and why

E-newsletters

We collect the information you provide – your name and email address – in order to send you updates about our work, when you sign-up online and consent to receiving e-newsletters from us.

In order to create more suitable content and understand how our audiences interact with the emails that we send, we also receive data that allows us to know if the emails we send are opened and which links are clicked on.

Online donations

If you make an online donation to us, you are asked to provide your name, address, telephone number and payment information, in order to process your donation. This information is collected by a third-party provider – PayPal who processes the donations on our behalf.

PayPal and Stripe shares with us your name, contact information and donation amount but do not pass your payment details onto us. We may use these details to provide information to you about your donation, as well as for internal reporting.

Other online use

We may collect information that you make available online from third parties such as data from social media platforms (Twitter, Facebook, Youtube, LinkedIn) when you interact with us using these platforms.

When you use our website, we may also automatically collect information using 'cookies'. We use analytics software and cookies in order to improve our communications, provide you with more relevant content and create a better website.

Cookies are text files placed on your computer to collect standard internet log and visitor behaviour information in order to track visitor use of the website and to compile statistical reports on website activity. For further information visit www.aboutcookies.org. In most cases we will not be able to identify you from the information we collect using these technologies.

You can set your browser not to 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.

Work-related activities

In the course of our work, we collect information such as the names, contact details and work-related information about individuals we work with. This information is stored on our contacts database and other internal systems. We keep this information in order to invite you to collaborate on and participate in relevant work-related activities.

This includes the details of those whose professional interests align closely with our own and individuals who participate directly in our workshops and other activities, as well as those who we have current contractual obligations with or who we may in the future enter into an agreement with. We also keep the details of other professional contacts if you have consented to hearing from us for this purpose.

We collect this information through business cards, personal contact or occasionally recommendations from partners or other closely associated third parties – for example those involved in co-organising an event or workshop with us.

Who we share your information with

We may share your data with several carefully selected third parties, all of which are contractually obligated to act on our instructions and in accordance with current data protection legislation.

We will also disclose your information if ever required to do so by law or to enforce our legal rights. However, we will never sell, rent, trade or pass your personal data to any other third parties.

E-newsletters

When signing-up for our e-newsletters, the information you provide is collected by a third-party provider, Mailchimp, which creates mailing lists and distributes e-newsletters on our behalf.

Online donations

PayPal and Stripe collect the information you provide – your name, address and

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payment information – on our behalf. They then share your name, address and donation amount, but not payment details, with us.

Other online use

Anonymous statistical information collected about our website use is shared with a third-party company, Google Analytics, whose software we use to track and analyse how people use and interact with our website.

Work-related activities

In the course of our work, we may occasionally disclose the data of selected professional work contacts stored on our contacts database, to affiliated organisations and partners. We will only share such information if necessary – for example when working jointly to organise an event or activity.

How long we keep your information for

We only keep your data for as long as is necessary to fulfil the purposes set out in this Privacy Policy or as required by law.

E-newsletters

We keep your details on our e-newsletter mailing list for as long as you consent to keep hearing from us. If you have not opened the Anti-Tribalism Movement's e-newsletter for a period of 12 months, we will check if you still wish to hear from us.

You can update your preferences or unsubscribe from our e-newsletter lists at any time by clicking on the links in the newsletter, by emailing info@theatm.org.

Work-related activities

We keep the details of professional work-related contacts only for as long as we have an ongoing working relationship with you. In the case of information about individuals who participate in work-related activities, we keep the information only until the end of the project period, unless we anticipate an ongoing relationship with you.

Security of your information

We take the security of your information very seriously. We employ physical, electronic and administrative security measures to protect the information that we collect about you from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage. The third parties we work with

are also carefully selected to ensure they also have appropriate security measures in place.

For more information, please request our Data Protection Policy.

E-newsletters

MailChimp, who manages the distribution of our e-newsletters, is based in the US and is compliant with the EU-US Privacy Shield Framework. This means they are committed to complying with data protection requirements when transferring data from Europe to the US. To find out more about how MailChimp manages data, visit www.mailchimp.com/legal/privacy.

Online donations

PayPal are subject to EU data protection regulations. For more details of how PayPal manages personal information visit: <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>

Other online use

Google Analytics is also compliant with the EU-US Privacy Shield Framework. To find out more about how Google manages data, visit www.google.com/privacy.

Accessing your information and contacting us

We want to make sure the information we hold on you is accurate and up-to-date. If you have a query regarding this policy, if you would like us to amend any information or request access to the information we hold on you, please contact us:

Email: info@theatm.org

Telephone: +44 (0)2035881880

Address: Culture House. 5A Uxbridge Road, London W12 8LJ

Except for information that needs to be kept for legal reasons, you have a right to opt-out of us processing your data or withdraw your consent at any time. Please contact us using the above details if this is the case.

You can update your preferences or unsubscribe from our e-newsletter lists at any time by clicking on the links in the newsletter, by emailing our Communications team. For full information about your rights under the current General Data

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Protection Regulations or to make a direct, formal complaint, please see the Information Commissioner's Office website.

For further details on how we manage your data, see our Data Protection Policy.

We keep this Privacy Policy under regular review and will place any updates on this page.