



## Your Privacy Matters

We take your privacy seriously and are committed to protecting your personal information. We aim to be clear and open about our data and security practices.

Where we ask you to provide us with any information by which you can be identified, you can be assured that it will only be used in accordance with this privacy statement, and in line with the General Data Protection Regulation (GDPR) 2018.

## Our Contact Details

**Name:** The Female Lead

**Registered Address:** The Edwina Dunn & Clive Humby Educational Foundation, 54 Sheffield Terrace, London, W8 7NA

**Data Protection Officer:** Helen Jordan

**Email Address:** [privacy@thefemalelead.com](mailto:privacy@thefemalelead.com)

**Website Addresses:** [thefemalelead.com](http://thefemalelead.com), [thefemaleleadsociety.com](http://thefemaleleadsociety.com)

**Privacy Policy Dates:** Last updated - 08/03/2021

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### I) Introduction

The Female Lead is an independent charity working to build a substantive evidence-base to drive action that delivers real progress

towards gender parity. To achieve this we operate across multiple platforms:

**Book :** Donating thousands of copies of The Female Lead coffee-table book to schools,

colleges and universities in the UK and US

**Online :** An active online and social hub with millions of global followers, championing women's stories and perspectives

**Surveys :** An on-going programme of research and data analysis to develop evidence-based interventions and tangible action

**Content:** A website dedicated to creating and curating free content tailored to individual women's needs and ambitions

**Schools Network:** A Female Lead Society programme active in over 1000 schools providing free content to student-led groups every term

**Outreach:** An events and outreach programme to affect change with business, opinion formers and at grassroots level

To operate across these platforms we collect and use personal data. The Female Lead is responsible for the data we collect about you. This policy provides further detail about when and why we collect your personal information, how we use your data, how we ensure your privacy is maintained, and your legal rights relating to your personal data.

This policy applies if you interact with us on the phone, via email, in person at our events, online including via social media, or otherwise by using our websites, or taking part in our online surveys.

## **2) Information We Collect, How We Use Your Data and How We Share Your Information**

The Female Lead collect data and information across a number of our campaign streams:

**Our Book**  
**Our Schools Network**  
**Our Donation Platform**  
**Our Newsletter**  
**Our Email**  
**Our Social Media**  
**Our Survey**  
**Our Content Hub**  
**Our Outreach**

In this section we outline the data we collect and for what purpose. We work with a number of partners in data, technology and reach to maximise our campaign. Below we outline how we share your information with our partners and include some examples but not the exhaustive list. By agreeing to our terms you are consenting for this data sharing activity. You may reach out to us at any time for more detail or to exercise your rights - please see section 4 for more information.

## **Our Book**

We donate thousands of copies of The Female Lead coffee-table book to schools, colleges and universities in the UK and US

Information We Collect: The donation nomination form asks for your full name and role, and the name and address of your School/Establishment.

How We Use Your Data: We collect this information with the specific purpose of contacting you or your School/ Establishment for donating thousands of copies of The Female Lead coffee-table book.

How We Share Your Information: We share details from the nomination form with our distribution partners. This is so the details can be validated and the free books can be sent out to you.

## **Our Schools Network**

We run a Female Lead Society programme active in over 1000 schools providing free content to student-led groups every term. Please find out more [here](#).

Information We Collect: Your full name and role and the name and address of the School/Establishment you are signing up for.

How We Use Your Data: We collect this information with the specific purpose of keeping your school updated with The Female Lead activities, inviting you and / or your school to participate in or attend The Female Lead events, etc. If you are part of this network, you may receive emails and updates from The Female Lead.

How We Share Your Information: We share the name of schools and number of distributed books with our partner network.

## **Our Donation platform:**

Information We Collect: If you make a donation to The Female Lead, only PayPal sees your information. Their Privacy Statement can be viewed [here](#). No personal details such as name or payment information are stored on the The Female Lead website.

How We Use Your Data: We are committed to keeping your data safe and secure. We only keep a secure record of all donations to be in line with HMRC tax regulations.

How We Share Your Information: When signed into the PayPal secure donation website, we will be able to view information in our Account Transaction History. If you have a Personal or Premier Account we will see your name and email address; if you have a Business Account, we will see your business name and email address.

## **Our Newsletter**

Information We Collect: We collect your email address when you sign up to our newsletter and whether or not you want to receive communications from us.

How We Use Your Data: If you are just browsing the website then no data about you will be stored. If you choose to sign up for our newsletter then only the data we ask you to enter will be stored e.g. we won't augment this with information about other pages you have browsed on the website.

How We Share Your Information: We use Mailchimp to deliver our resources and newsletters. When you subscribe MailChimp add you to the subscribe list. MailChimp have a double opt-in confirmation If you opt out MailChimp move you to an unsubscribe list so we know not to contact you.

We use Mailchimp to gather statistics about the number of emails opened and clicks made using industry standard technologies. This helps us monitor and improve our mailings. For more information, please see MailChimp's privacy notice.

## **Our Email**

Information We Collect: When you email us, for example to ask questions or leave feedback, we may collect the information you provide us, such as your name, job title and email address.

How We Use Your Data: We collect this data to be able to respond and keep you updated.

How We Share Your Information: We use Mailchimp to deliver our resources and newsletters. When you subscribe MailChimp add you to the subscribe list. MailChimp have a double opt-in confirmation If you opt out MailChimp move you to an unsubscribe list so we know not to contact you.

We use Mailchimp to gather statistics about the number of emails opened and clicks made using industry standard technologies. This helps us monitor and improve our mailings. For more information, please see MailChimp's privacy notice.

## **Our Social Media**

Information We Collect: Our website and social media accounts enable you to share our content with others via social media or email. If you have mentioned The Female Lead in posts on social media sites, then we may collect your social media handle. For example, when you mention The Female Lead in a tweet, we may collect your Twitter handle. You may also provide personal information directly to us when you post on social media.

How We Use Your Data: We use your data to improve, measure and enhance our social media campaigns.

How We Share Your Information: Our social media platforms share insights on who engages with us. We may share a summary of our social media engagement to demonstrate reach with our partners.

## **Our Survey**

The Female Lead Fulfilment Finder is a survey designed to help you understand what drives fulfilment in your life and career. The survey works by using implicit (unconscious), neuroscience-based research techniques. Through instinctive responses, by taking the survey you will reveal your subconscious motivators and what matters most to you, when seeking fulfilment.

Our partners Think Again Growth developed the survey and Split Second Research power the survey. By taking part in our survey you are consenting for The Female Lead, Think Again Growth and Split Second Research as both Data Controllers and Data Processors of your data. This means that all three companies are involved in: the collection and processing of data and the creation of personas/running analytics/dashboard reporting.

Split Second Research process data in the UK and also transfer it outside of the European Economic Area. Therefore we ensure that there is an adequate level of protection for any personal data they process.

Information We Collect: We collect your responses to our survey for analytics and insight reporting. We receive your responses to the survey (subconscious motivators) and results. We receive your gender, age range and country.

Once you have taken the main survey you are given the option to register. You are asked for your email and password. We have what is called a double opt-in confirmation where you will receive an email to verify your email address. This will be from: .

You do not need to register to a) share your personal profile with friends and colleagues on social media; b) access the free-to-use Female Lead platform, a powerful learning environment [thefemalelead.com/content](https://thefemalelead.com/content)

You do need to register by supplying your email address to a) save your profile; b) take the in-depth 'pillar' surveys; c) access accredited courses tailored to women striving to fulfil their personal goals.

How We Use Your Data: We present the results from your survey to you in chart format. We also create a Personal Profile for you from your results. There are 12 Personal Profiles or 'personas' and these help us to offer you content and courses that is more relevant to you.

We will never report your individual responses or Personal Profile to others, including your employer. We will include your data in reports, publications, and websites only at aggregate level, once a minimum of 50 respondents for each cohort has been reached. These reports might be shared with government, businesses and organisations but we would never reveal your individual responses.

We supply links so you can choose to share your Personal Profile with others via email or social media.

If you do not register after taking the main survey the responses will be collected anonymously. If you complete the main survey and then register, we have access to your email, responses, persona and overall Personal Profile. We use your email address to link your responses, results and viewed content.

We may use your email address to contact you. This may be in relation to a survey update, an issue you have raised with us, to conduct research, or to ask for your feedback.

#### How We Share Your Information:

We share high-level aggregate data with our Partners, Sponsors and Advisory Committee in order to obtain feedback and inform future strategy.

On obtaining your consent, we sometimes share your data for coaching, training and content purposes. For example, we have an affiliate agreement with Rise Up For You, a coaching provider.

### **Our Content Hub**

Our content hub is dedicated to creating and curating free content tailored to individual women's needs and ambitions.

Information We Collect: If you register and use the content we will collect information on which pieces of content you access. We may identify individuals who have clicked on our coaching link and match any courses taken or certificates achieved. Our content hub is hosted on our main website and with technology partner Frog.

How We Use Your Data: We use data on the content you engage with, the courses you take and your survey results in order to offer you content that is more relevant to you. This is our recommendation engine.

How We Share Your Information: We may share summaries of which content and courses best resonate for different survey respondent

groups with our partners. We would never share any individual's information.

## **Our Outreach**

We run an events and outreach programme to affect change with business opinion formers and at grassroots level.

Information We Collect: We maintain an up-to-date contacts list which might include name, job title, email and phone number.

Contacts include newsletter recipients, advisory committee, corporate sponsors, agents, our Female Leads, companies, advocates, influencers and press. Also contacts from previous campaigns such as Disrupt Your Feed, 20 in data, our educational network etc.

We collect personal data when you attend our events.

How We Use Your Data: To contact you about news, articles, research, updates or relevant events.

If you follow The Female Lead on LinkedIn, we may occasionally use LinkedIn Events to bring our professional community together. We have access to your name, professional background and any comments you post on our page. As a LinkedIn Live broadcaster we have access to your name, professional background and any comments you post on our page.

How We Share Your Information: We may share a summary of this detail with our Sponsors and Advisory Committee in order to obtain feedback and inform future strategy.

## **Our Website**

Information We Collect: We use website analytics software (Google Analytics) which collects data about how people use our website. However, this is anonymised and cannot be traced back to you.

We host our main website on Wix **and when subscribing they have a single confirmation.** We host our school's website with Kota.

How We Use Your Data: We use this to help make sure our web servers are working well and to see which parts of our websites are most/least popular so that we can improve the overall user experience.

How We Share Your Information: We may share a summary of website visits to demonstrate reach with our partners.

### **3) Data Sharing & Transfer**

#### **Data Transfer**

We do use a number of third parties to process your personal information on our behalf and some of them are based in countries outside of the European Economic Area. This means they are not subject to the same data protection regulations that apply in the UK. For example, data collected by Google Analytics may be transferred outside the EEA for processing.

We meet our obligations under GDPR by ensuring that the information has equivalent protection as if it were being held within the EEA. We do this by ensuring that there are appropriate safeguards in place with any third parties processing your data outside the EEA. This will usually be because the country either benefits from an adequacy determination for GDPR purposes and/or, where appropriate, we have entered into a Data Processing Agreement with the third party which contains model EU clauses or the third party works under EU-US Privacy Shield Framework.

#### **Data Enrichment**

We may also use personal data you have shared with us to derive additional information from other sources:

- Public sources: for example, we may compare your postcode against public registers to determine that you live within a certain

catchment area for a campaign or demographic. We may also use public APIs to obtain data from public websites, for example, [Twitter](#) and [YouTube](#) (part of [Google](#)). Much of this information is non-personal, but it may include social media handles, and associated public posts or comments (but never private posts or account information).

- Data matching partners: we may license enrichment data from companies which helps us to categorise our survey responses' data into groups or 'segments' based on a classification of consumers devised by the data matching partner.

## **External links**

Although this website only looks to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website.

The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note that they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

## **Our legal basis for processing your personal information**

Whenever we process your personal information we have to have something called a "legal basis" for what we do. The different legal bases we rely on are:

Consent: This means that you have agreed to let us process your personal data, in the form of an opt-in or disclaimer, as explained at the point of data collection. You can change your mind at any time.

If you wish to withdraw consent so we can no longer process your personal data or receive communications, you may:

- Click the unsubscribe/opt-out option in any communications from us.

- Contact us at [privacy@thefemalelead.com](mailto:privacy@thefemalelead.com) or write to us at The Edwina Dunn & Clive Humby Educational Foundation, 54 Sheffield Terrace, London, W8 7NA.

Legitimate Interest: This means we have a legitimate business interest to use your data and we feel that this use is of benefit to you and is something you would expect. We will also offer you the option to opt-out if you choose.

#### **4) Your Data Protection Rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we will respond to you within one month.

Please contact us at [privacy@thefemalelead.com](mailto:privacy@thefemalelead.com) or The Edwina Dunn & Clive Humby Educational Foundation, 54 Sheffield Terrace, London, W8 7NA if you wish to make a request. This is commonly known as a 'Subject Access Request'.

## **Automated decision making and profiling**

We use automated decision making, including profiling, in our Fulfilment Tracker where we have a right to do so because it is in our legitimate interests to do so. We use profiling to enable us to offer you the best content from across our platforms including specific content which we believe you will be interested in.

You have the right not to be subject to a decision based solely on automated processing, including profiling, which affects you in any significant way. If you are seeking to exercise this right, please contact us using the details in the 'Our Contact Details' section.

## **5) Other Important Information**

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### **Retention**

For data we collect about you, we will retain personal information for as long as reasonably necessary for us to provide the content on our platforms. Where your information is no longer required, we will ensure it is disposed of or deleted in a secure manner.

### **Links to other websites**

Our platforms may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Children's privacy protection**

Our platforms including The Female Lead Society are not designed for, or intentionally targeted at, children 13 years of age or younger. We do not intentionally collect or maintain data about anyone under the age of 13.

### **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at [privacy@thefemalelead.com](mailto:privacy@thefemalelead.com)

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

### **Changes to this Privacy Policy**

We keep this Privacy Policy under regular review and we may, from time to time, update or otherwise modify this Privacy Policy. We will notify you of any changes to this Privacy Policy by posting the modified Privacy Policy on the website. If you then continue to use our platforms, you will be confirming your consent to our use of your information as set out in the modified Privacy Policy. You are encouraged to check the terms of this Privacy Policy whenever you visit the website.