

Privacy Policy - The Heartcry Trust

Last updated: May 9, 2025

This privacy notice for The Heartcry Trust (doing business as Heartcry, Heartcry for Change, Heartcry Ministries) ('Heartcry', 'we', 'us', or 'our'), describes how and why we might collect, store, use, and/or share ('process') your information when you use our services ('Services'), such as when you:

- Visit our website at <https://heartcryforchange.com>, or any website of ours that links to this privacy notice
- Engage with us in other related ways, including any sales, marketing, or events

Questions or concerns? Reading this privacy notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at office@heartcry.co.uk.

1. WHAT INFORMATION DO WE COLLECT?

We collect personal information that you provide to us.

We collect personal information that you voluntarily provide to us when you register on the Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

Personal Information Provided by You. The personal information that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. The personal information we collect may include the following:

- Names
- Phone numbers
- Email addresses
- Mailing addresses
- Passwords
- Usernames
- Contact preferences
- Contact or authentication data

Sensitive Information. We do not process sensitive information.

Payment Data. We may collect data necessary to process your payment if you make purchases, such as your payment instrument number, and the security code associated with your payment instrument. All payment data is stored by our payment processors PayPal, and/or FooEvents. You may find their privacy notice link(s) here:

- PayPal: <https://www.paypal.com/myaccount/privacy/privacyhub>
- FooEvents: [Insert FooEvents privacy policy link]

- WooCommerce: <https://woocommerce.com/privacy-policy/>

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

2. HOW DO WE PROCESS YOUR INFORMATION?

We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law.

We process your personal information for a variety of reasons, depending on how you interact with our Services, including:

- To facilitate account creation and authentication and otherwise manage user accounts
- To deliver and facilitate delivery of services to the user
- To respond to user inquiries/offer support to users
- To send administrative information to you
- To fulfil and manage your orders
- To enable user-to-user communications (if applicable)
- To determine the effectiveness of our marketing and promotional campaigns
- To save or protect an individual's vital interest

3. WHAT LEGAL BASES DO WE RELY ON TO PROCESS YOUR INFORMATION?

We only process your personal information when we believe it is necessary and we have a valid legal reason to do so.

If you are located in the EU or UK, this section applies to you.

The General Data Protection Regulation (GDPR) and UK GDPR require us to explain the valid legal bases we rely on in order to process your personal information. As such, we may rely on the following legal bases to process your personal information:

- **Consent.** We may process your information if you have given us permission to use your personal information for a specific purpose. You can withdraw your consent at any time by contacting us at office@heartcry.co.uk.
- **Performance of a Contract.** We may process your personal information when we believe it is necessary to fulfil our contractual obligations to you, including providing our Services or at your request prior to entering into a contract with you.
- **Legitimate Interests.** We may process your information when we believe it is reasonably necessary to achieve our legitimate business interests and those interests do not outweigh your interests and fundamental rights and freedoms.
- **Legal Obligations.** We may process your information where we believe it is necessary for compliance with our legal obligations.
- **Vital Interests.** We may process your information where we believe it is necessary to protect your vital interests or the vital interests of a third party.

If you are located in Canada, this section applies to you.

We may process your information if you have given us specific permission (i.e. express consent) to use your personal information for a specific purpose, or in situations where your permission can be inferred (i.e. implied consent). You can withdraw your consent at any time by contacting us at office@heartcry.co.uk.

In some exceptional cases, we may be legally permitted under applicable law to process your information without your consent, including for investigations, fraud detection, business transactions, compliance with legal requirements, and other specific situations permitted by law.

4. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

We may share information in specific situations and with the following third parties.

We share and disclose your information with the following third parties:

- **Payment Processors:** PayPal
- **E-commerce Platform:** WooCommerce
- **Event Management:** FooEvents
- **Website Hosting:** GoDaddy
- **Email Service Provider:** Gmail, Amazon SES

We may also need to share your personal information in the following situations:

- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **When Required By Law.** We may disclose your information where we are legally required to do so.

5. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

We may use cookies and other tracking technologies to collect and store your information.

We use cookies and similar tracking technologies (like web beacons and pixels) to access or store information. We use these technologies for the following purposes:

- **Essential cookies:** These are necessary for the website to function properly
- **Functionality cookies:** These help us remember your preferences and settings
- **Analytics cookies:** These help us understand how visitors interact with our website
- **Marketing cookies:** These are used to track visitors across websites

You can set your browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features may not function properly without cookies.

You can manage your cookies from our [Cookie Policy](#) page.

6. HOW LONG DO WE KEEP YOUR INFORMATION?

We keep your information for specific periods based on the type of data.

We will keep your personal information for the following periods:

- **Account information:** For as long as your account is active plus 2 years after account closure
- **Order information:** 7 years for tax and accounting purposes
- **Marketing preferences:** Until you opt out or withdraw consent
- **Website usage data:** 26 months

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymise such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

7. HOW DO WE KEEP YOUR INFORMATION SAFE?

We implement appropriate security measures to protect your personal information.

We have implemented appropriate technical and organisational security measures designed to protect your personal information, including:

- Use of secure, encrypted connections (SSL/TLS)
- Regular security updates to our systems
- Access controls limiting staff access to personal data
- Password protection for all systems containing personal data
- Regular data backups

However, no electronic transmission over the Internet can be guaranteed to be 100% secure. While we strive to protect your personal information, we cannot guarantee its absolute security.

8. DO WE COLLECT INFORMATION FROM MINORS?

We do not knowingly collect data from or market to children under 18 years of age.

By using the Services, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under age 18, please contact us at office@heartcry.co.uk.

9. WHAT ARE YOUR PRIVACY RIGHTS?

Depending on your location, you have certain rights regarding your personal information.

In regions such as the European Economic Area (EEA), United Kingdom (UK), and Canada, you have rights that allow you greater access to and control over your personal information. These may include the right:

- To request access to your personal information
- To request correction or deletion of your personal information
- To object to or restrict processing of your personal information
- To data portability (receiving your data in a structured, commonly used format)

To exercise these rights, please contact us at office@heartcry.co.uk. We will respond to your request within 30 days.

If you are located in the EEA or UK and you believe we are unlawfully processing your personal information, you have the right to complain to your local data protection supervisory authority. You can find their contact details here: https://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm.

If you are located in Switzerland, the contact details for the data protection authorities are available here: <https://www.edoeb.admin.ch/edoeb/en/home.html>.

Withdrawing your consent: If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time by contacting us at office@heartcry.co.uk.

Account Information: If you would like to review, change, or terminate your account, you can:

- Log in to your account settings and update your user account
- Contact us using the contact information provided below

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist with investigations, enforce our legal terms, and/or comply with applicable legal requirements.

Cookies and similar technologies: Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Services.

10. DO WE RESPOND TO DO-NOT-TRACK SIGNALS?

We currently respect Do-Not-Track signals and Global Privacy Control.

Most web browsers and some mobile operating systems include a Do-Not-Track ('DNT') feature. We currently respect DNT browser signals and other similar mechanisms. If you have enabled this feature in your browser then we will respect and no cookie management notice will be displayed.

11. DO CALIFORNIA RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

Yes, California residents have specific rights regarding their personal information.

If you are a California resident, the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA) provide you with specific rights regarding your personal information, including:

- The right to know what personal information we collect about you
- The right to request deletion of your personal information
- The right to opt-out of the sale of your personal information
- The right to non-discrimination for exercising your privacy rights

To exercise these rights, please contact us at office@heartcry.co.uk. We will respond to your verifiable consumer request within 45 days.

If you are under 18 years of age, reside in California, and have a registered account with our Services, you have the right to request removal of unwanted data that you publicly post on the Services. To request removal of such data, please contact us using the contact information provided below.

12. DO WE MAKE UPDATES TO THIS NOTICE?

Yes, we will update this notice as necessary to stay compliant with relevant laws.

We may update this privacy notice from time to time. The updated version will be indicated by an updated 'Last updated' date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy notice, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy notice frequently to be informed of how we are protecting your information.

13. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have questions or comments about this notice, you may email us at office@heartcry.co.uk or by post to:

The Heartcry Trust
c/o CMS House
Watlington Road
Oxford, Oxfordshire OX4 6BZ
England

14. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Based on the applicable laws of your country, you may have the right to request access to the personal information we collect from you, change that information, or delete it. To request to review, update, or delete your personal information, please visit: <https://heartcryforchange.com/contact> or email us at office@heartcry.co.uk.