Policy Number	Review Date	Next Review Date
17	November 2026	March 2027

Little Village Privacy and Cookie Policy

Our contact details

Name: Little Village
Address: Little Village, Ground Floor, 144-146 Tooting High Street, London, SW17 0RT
E-mail: data@littlevillagehq.org

The type of personal information we collect

We currently collect and process the following information, including Special Category Data:

- Family first and last name, email address, phone number, mailing address, DOB
- Family relationship data
- Demographic data
- Employee data
- Website user data, including IP addresses, cookie identifiers, browser and device details, the pages you visit, the links and buttons you click, and how you arrived at our website
- Funder profiling information and wealth screening
- Donor first and last name, email address, phone number, mailing address
- Donor gift aid receipts, as required by HMRC
- Referral Partner data, including organisation/workplace
- Volunteer data
- Trustee data
- Partner data

How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

1. We want to collect limited personal information of clients in order to fulfil a referral request.
2. We want to use (1) to contact individuals about deliveries, product safety recalls or other information critical to completing our referral service.
3. We want to use (1) to contact individuals who have received our support to inform them about changes to our service or events which might be of interest to them.
4. We want to collect personal information from our referral partners and volunteers in order for our service to ensure good communication.
5. We want to maintain a list of people who have donated to us before, so that we can contact them to ask them to do so again.
6. We want to maintain a list of people who have donated physical items to say thank you and to ask if they would like to hear from us further.
7. We want to claim gift aid on a person's donations.
8. We want to use (5) to research the donors' financial background using public sources to work out what kind of approach to make to them.
9. We want to maintain accurate records of clients in order to anonymise data to use in funding applications and publicity.
10. We want to maintain accurate records to ensure we comply with legislation concerning Safeguarding and/or Health and Safety recording and/or for insurance purposes.
11. We want to use the limited personal data we collect and store for 5 years before anonymising for long term use in order to assess the impact of our services.
12. We want to maintain a list of people who have explicitly told us that they don't want to be contacted by us again.
13. We want to maintain contact information for anyone who has volunteered for Little Village so we can contact them about future volunteering opportunities.
14. We want to keep our volunteer, client and referrer database information up to date.
15. We want to maintain accurate staff records, in line with our HR suite of policies.
16. We want to keep a list of people who have expressed an interest in/given permission for their photos and/or stories to be used for media purposes, either anonymously and/or named.
17. We want to understand how our website is used so we can improve it, where visitors have accepted cookies.
18. We want to measure how our online adverts are performing and show them to people who have visited our website, where they have accepted cookies, and to people who are similar to our existing supporters.

We also receive personal information indirectly, from the following sources in the following scenarios:

- Referral partners when they are sharing their client's information, in order to enable us to provide support.

We may share this information with local authorities, funding bodies and other voluntary organisations, but only with your consent.

We may share information with third parties without your consent, in order to carry out our legal or safeguarding duties.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

(a) Your consent has been given to the processing of your data. You are able to remove your consent at any time. You can do this by contacting data@littlevillagehq.org**.**

(b) Processing of your data is necessary for us to perform a contractual obligation to you.

(c) Processing of your data is necessary for us to comply with a legal obligation that we have.

(d) Processing of your data is necessary in order to protect the vital interests of you or someone else.

(e) Processing of your data is necessary for us to perform a public task.

(f) Processing of your data is necessary because we have a legitimate interest.

When you visit our website and accept cookies, information about your visit is shared with Google and Meta, as described under "Cookies and online advertising" below. You can withdraw your consent at any time using the "Privacy" button at the bottom of any page. Where supporters have agreed, we may also share their contact details with Meta in a protected form, as described in the same section.

Further information on Funder Profile Information/Wealth Screening

We want to improve how we talk to you and the information we provide through our website, services, products and information. To do this we sometimes use profiling and screening methods so that we can better understand our supporters, your preferences and needs so that we can provide a better experience for you.

We may carry out targeted fundraising activities based on profiling techniques and the information that we hold about you. We may also work with third party organisations who provide additional insight, which may include providing wealth screening information or general information about you that is publicly available.

This information can be added to the information that you have already provided which allows us to use our resources more effectively, understanding the motivations of our supporters and making appropriate requests based on what may interest them and their capacity to give.

You can, of course, opt out of this activity at any time. To do this, please contact the Little Village data team via email data@littlevillagehq.org with the subject line “Data Use Opt Out”.

Cookies and online advertising

Our website uses cookies and similar technologies, such as tracking pixels and your browser’s local storage. When you first visit, a banner asks whether you accept or reject them. Analytics and advertising cookies are switched off unless you accept. You can change your mind at any time by clicking the “Privacy” button at the bottom of any page. Cookies already on your device stay there until they expire or you delete them in your browser settings.

Advertising online helps us reach people who want to support families with young children, and measuring it helps us spend donated money carefully. We advertise on Facebook, Instagram and Google. If you accept cookies, we use Google Analytics, Google Ads tags and the Meta Pixel to understand how our website is used, to measure whether our adverts lead to donations, and to show our adverts to people who have visited our website but not yet donated.

When these tags run, Google and Meta receive your IP address, browser and device details, the page you are on, the page you came from, the buttons and links you click, and a cookie identifier. When you complete a donation, they also receive the amount, currency, donation type and a transaction reference. Through these tags, they do not receive your name, email address, postal address or payment details. Your donation itself is always recorded in our supporter database so that we can process it, whether or not you accept cookies. Google and Meta may process this information outside the UK.

Where you have agreed, we may share your email address and phone number with Meta, so that Meta can show our adverts to people who are similar to our existing supporters. This is known as a “lookalike audience”. Before the details leave us, they are scrambled (hashed), so that Meta can use them to match them with its users. This does not depend on cookies.

We only include supporters who have given us their permission. You can withdraw your permission at any time by emailing data@littlevillagehq.org, and we will leave you out of all future uploads. You may still see our adverts afterwards, because platforms such as Meta use information they already hold about you.

We do not run analytics or advertising tags on the parts of our website for families looking for support or for professionals making a referral, such as our “Get help” and “Make a referral” pages.

If you reject cookies, the analytics and advertising tags do not run. We still store your choice, so that we can respect it and do not have to ask you again on every page. The table below describes the cookies and similar technologies used on our website, their purposes and when they operate.

Changing your mind. For cookies, use the “Privacy” button at the bottom of any page. Your cookie choice is stored in your browser, so this will change the setting on that device. For anything else you have agreed to, email data@littlevillagehq.org. Withdrawing your consent stops the collection, use or sharing of your information for the purposes covered by that consent. We may still need to process information for other purposes explained in this policy, such as administering your donation or meeting legal obligations. It does not remove information that has already been collected. If you would like that deleted, see “Your data protection rights” below. For information already held by Google or Meta, you may also need to use the privacy settings in your accounts with them.

Name	**Set by**	**What it is for**	**How long it lasts**	**When it is set**	**Type**
euconsent-v2	InMobi	Remembers your cookie consent choices	About 13 months	When you make a choice in the cookie banner	Strictly necessary
gbc_consent, CMPList, noniabvendorconsent, _cmpRepromptHash	InMobi	Stores your cookie choices and the banner's settings	Until you clear your browser storage	When you use the cookie banner	Strictly necessary
persist:root (local storage)	Little Village website	Remembers your selections as you move around the website	Until you clear your browser storage	When you use the website	Strictly necessary
beacon_vid	Beacon	Manages your session so our donation form works correctly	12 months, renewed on each visit	When any page loads	Strictly necessary
_ga, _ga_CTK716NF8Q	Google Analytics	Helps us understand how people use our website. Google Signals is enabled, which means Google may also use this data to help build advertising audiences	Up to 2 years	Only if you accept	Analytics
_gcl_au	Google Ads	Measures whether our Google adverts lead to donations or other conversions	90 days	Only if you accept	Advertising

_gcl_aw	Google Ads	Stores information about the Google advert that brought you to our website so we can measure conversions	90 days	Only if you accept and you arrive from a Google advert	Advertising
_gcl_ls (local storage)	Google Ads	Helps Google Ads measure advertising conversions	Stored in your browser's local storage	Only if you accept	Advertising
Google's advertising cookies, such as IDE	Google	Google may read or set its own advertising cookies to support advertising features, including showing adverts to previous visitors	See Google's privacy policy	Only if you accept	Advertising
_fbp	Meta Pixel	Gives your browser an ID so Meta can link visits and donations to our adverts	90 days, renewed on each visit	Only if you accept	Advertising
_fbc	Meta Pixel	Stores the advert click ID if you arrive from a Meta advert	90 days	Only if you accept	Advertising
Meta's own cookies on facebook.com	Meta	Meta may read or set its own cookies once the pixel has loaded	See Meta's cookie policy	Only if you accept	Advertising
YSC	YouTube (Google)	Helps YouTube measure video views and interactions with embedded videos	Until you close your browser	When the YouTube video loads	Video
VISITOR_INFO1_LIVE	YouTube (Google)	Helps YouTube provide and measure embedded video services	6 months	When the YouTube video loads	Video
Stripe technologies	Stripe	Enables secure payments and helps prevent fraud when	As required by Stripe	When needed to process	Strictly necessary

		you use our donation form		or protect your payment	
hCaptcha technologies	hCaptcha	Helps protect our donation form from spam and automated abuse	As required by hCaptcha	When needed to protect the form	Strictly necessary
Bugsnag technologies	Bugsnag	Helps identify technical errors so that our donation form works correctly	As required by Bugsnag	When needed to monitor errors	Strictly necessary

How we store your personal information

The information we hold is securely stored on an encrypted database and/or secure spreadsheets. Where other organisations handle information on our behalf, we require them to keep it secure. Information collected by Google and Meta through cookies on our website is stored by them, under their respective privacy policies.

We keep your name and contact details for 5-years, or 6-years in the case of meeting our obligations to the HMRC in relation to gift aid. For inactive volunteer contacts who have not consented to be kept on our marketing database, we dispose of their records after 5-years. We keep personal data relating to children who have attended our creche for 20 years, for insurance purposes. Anonymised data may be kept for longer. We will then dispose of your information by deleting any electronic records and securely shredding paper records.

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 have 28-days to respond to you. Under the DUAA 2025 we have the right to only search for data we hold that is reasonable and proportionate.

Please contact the Data Team at data@littlevillagehq.org if you wish to make a request.

We currently contract a third party Data Specialist – Global Policing – to manage any Subject Access Requests. All SARs will therefore be forwarded to Global Policing, who will undertake ongoing correspondence with the requester, and redact documents where appropriate and lawful to meet our obligations to other individuals.

Email	data@globalpolicing.co.uk
Website	www.globalpolicing.co.uk/data

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at data@littlevillagehq.org.

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

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

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

Signed:

Sophie Livingstone
CEO, Little Village

Reviewers:
Emily Compston, Director of Operations

Review Date: November 2026