

Microtia UK Privacy & Cookie Policy

Policy Lead	Tina Rycroft
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Privacy Policy & Cookie Policy

Microtia UK

Last Updated: 26 May 2026

1. Introduction

Microtia UK respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, store and protect your personal information when you:

- visit our website,
- contact us,
- donate or fundraise,
- purchase products from our online shop,
- attend our events,
- join our support groups or online meetings,
- volunteer with us,
- or otherwise engage with our charity.

This policy also explains your rights under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

By using our website or providing your information to us, you acknowledge the practices described in this policy.

2. Who We Are

Microtia UK is the data controller responsible for your personal data.

Contact Details

Website: Microtia UK

Registered Address: 20–22 Wenlock Road, London, N1 7GU

Email: info@microtiauk.org

If you have any questions about this policy or how we use your personal information, please contact us using the details above.

3. The Information We Collect

Depending on how you interact with us, we may collect and process the following information.

Identity & Contact Information

- Name
- Postal address
- Email address
- Telephone number
- Emergency contact information (where relevant for events)

Donation & Fundraising Information

- Donation history
- Fundraising participation
- Gift Aid declarations
- Event registration details

Shop & Transaction Information

- Billing and delivery address
- Purchase history
- Payment confirmation details

Please note: payment card details are processed securely by third-party payment providers such as PayPal or Stripe. Microtia UK does not store full payment card information.

Event Information

- Attendance details
- Accessibility requirements
- Dietary requirements (where voluntarily provided)
- Age or date of birth where necessary for sports or age-restricted events

Support & Community Information

Where individuals contact us for support, we may process limited health-related or wellbeing information voluntarily shared with us in relation to:

- microtia,
- hearing loss,
- reconstruction,
- emotional wellbeing,
- or family support needs.

We only process this information where necessary and with appropriate safeguards.

Technical Information

When you use our website, we may automatically collect:

- IP address,
- browser type,
- device information,
- pages visited,
- cookies and usage data.

4. Special Category Data

Some information relating to health or medical conditions may be considered “special category data” under UK GDPR.

Where we process this type of information, we do so only:

- with your explicit consent,

- where necessary for safeguarding or support purposes,
- or where otherwise permitted by law.

We handle all such information sensitively and confidentially.

5. How We Use Your Information

We use personal data for the following purposes:

Purpose	Lawful Basis
Processing donations and purchases	Contract
Sending fundraising materials or shop orders	Contract
Managing events and registrations	Contract / Legitimate Interests
Sending newsletters and updates	Consent
Responding to enquiries and support requests	Legitimate Interests
Managing volunteers and community groups	Legitimate Interests
Maintaining financial and legal records	Legal Obligation
Safeguarding children and vulnerable adults	Legal Obligation / Vital Interests
Improving our website and services	Legitimate Interests
Administering online meetings and support groups	Legitimate Interests

You may withdraw consent for marketing communications at any time.

6. Marketing Communications

We may send you information about:

- fundraising activities,
- awareness campaigns,
- charity events,

- support services,
- community activities,
- and new products or resources.

We will only send marketing communications where:

- you have consented,
- or we otherwise have a lawful basis to do so.

You can unsubscribe at any time by:

- clicking the unsubscribe link in emails, or
- contacting us directly at info@microtiauk.org

7. Photography, Video & Media Consent

Microtia UK may take photographs or video recordings at events, support meetings, awareness campaigns and fundraising activities.

These images may be used:

- on our website,
- social media,
- printed materials,
- newsletters,
- awareness campaigns,
- or promotional content.

Where appropriate, we will:

- seek consent,
- provide photography opt-out options,
- and take additional care when children or vulnerable individuals are involved.

Parents or guardians may refuse consent for children's photography at any time.

We will always aim to use images respectfully and appropriately.

8. Safeguarding & Confidentiality

We are committed to safeguarding children, young people and vulnerable adults involved in our activities.

Information shared with us during support conversations, community meetings or safeguarding concerns will be handled sensitively and only shared where necessary:

- to protect someone from harm,
- to comply with legal obligations,
- or where required by safeguarding procedures.

Our safeguarding procedures operate alongside this Privacy Policy.

9. Online Meetings & Support Groups

We may use third-party platforms such as:

- Zoom
- Microsoft Teams
- Google Meet

for online support groups, meetings or community sessions.

Participants should be aware that:

- online platforms process certain technical data,
- meetings may involve discussion of personal experiences,
- and attendees should respect the privacy of others.

We ask all participants not to record meetings without permission.

10. Third-Party Services & Data Processors

We use trusted third-party providers to help operate our charity and services.

These may include:

- WooCommerce (online shop)
- PayPal or Stripe (payment processing)
- WordPress (event registration)
- Zoom, Teams or Google Meet (online meetings)
- WordPress hosting providers
- Email marketing providers
- Cloud storage providers
- Website analytics services such as Google Analytics

These organisations only process personal data on our behalf where appropriate safeguards are in place.

We do not sell personal data to third parties.

11. International Transfers

Some of our third-party providers may store or process data outside the United Kingdom.

Where this occurs, we ensure appropriate safeguards are in place, including:

- UK adequacy regulations,
- International Data Transfer Agreements (IDTAs),
- or other lawful transfer mechanisms approved under UK GDPR.

12. Data Retention

We only keep personal information for as long as necessary.

Typical retention periods include:

Data Type	Retention Period
Donations & Gift Aid records	6 years

Data Type	Retention Period
Financial records	6 years
Event registration details	Up to 12 months after the event
Shop orders	6 years
Email marketing subscriptions	Until unsubscribed
Support enquiries	As necessary for support and safeguarding purposes
Safeguarding records	In accordance with safeguarding requirements

We securely delete or anonymise information when it is no longer required.

13. Cookies

Our website uses cookies to improve user experience and help us understand how visitors use the site.

Cookies may include:

- essential website functionality cookies,
- analytics cookies,
- functionality cookies,
- and marketing or social media cookies.

You can control or disable cookies through your browser settings or cookie preferences banner.

For more information about cookies generally, visit:
[All About Cookies](#)

14. Website Analytics

We may use services such as Google Analytics to collect anonymous statistical information about website usage, including:

- number of visitors,

- pages viewed,
- time spent on pages,
- and general browsing behaviour.

This helps us improve our website and services.

15. Your Rights

Under UK GDPR, you have the right to:

- request access to your personal data,
- request correction of inaccurate data,
- request deletion of your data,
- restrict processing,
- object to processing,
- withdraw consent,
- request transfer of your data,
- and complain to the Information Commissioner's Office (ICO).

To exercise any of these rights, contact:

You can also contact the ICO directly:
Information Commissioner's Office (ICO)

16. Data Security

We take appropriate technical and organisational measures to protect personal data against:

- unauthorised access,
- loss,
- misuse,
- disclosure,

- or alteration.

However, no method of internet transmission is completely secure and we cannot guarantee absolute security.

17. Links to Other Websites

Our website may contain links to third-party websites.

We are not responsible for the privacy practices or content of external websites and encourage users to read their privacy policies separately.

18. Changes to This Policy

We may update this Privacy Policy from time to time.

Any updates will be published on this page with a revised “Last Updated” date.

19. Contact Us

If you have any questions about this Privacy Policy or your personal information, please contact:

Microtia UK
20–22 Wenlock Road
London
N1 7GU

Email: info@microtiauk.org
