

Privacy policy



Bouncing Statistics

Overcoming the misunderstood conception

Lead member of staff:	Bobbi-Ann Taylor (HR Advisor & Office Manager)
Required on the website:	No
Revision Date	13/08/2026
Date ratified by full governing body:	13/08/2025
Signed by:	B.Taylor

Introduction

This Privacy Policy explains the information collection, use, and sharing practices of Bouncing Statistics. It applies to your use of our website www.bouncingstatistic.com and to the services we provide or host.

We are committed to protecting your personal data and ensuring compliance with:

- The UK general Data Protection Regulation (UK GDPR)
- The Data Protection Act 2018
- The Data (Use and Access) Act 2025

By using our services, you understand that your information will be collected, used, and disclosed as outlined in this Privacy Policy.

Our Principles

Bouncing Statistics has designed this policy to be consistent with the following principles:

- Privacy policies should be readable and easy to find.
- Data collection, storage, and processing should be simplified and transparent.
- We will only process data where there is a lawful basis.

Information we collect

We collect information in multiple ways:

- Directly from you: when you make a donation or purchase, contact us, provide feedback, or subscribe to a newsletter.
- Automatically: when you use our website or services (browser, device, and analytics data).
- From third parties: including affiliated and partners.

Examples of personal data we collect: name, email, phone number, address, payment information, and location data.

Lawful bases for Processing

We will only process your personal data where we have a lawful basis to do so under UK GDPR:

- Consent – where you have given clear consent.
- Contract – where processing is necessary for a contract with you.
- Legal obligation – where processing is required by law.
- Legitimate interests – where processing is necessary for our legitimate interests, and your rights do not override them.
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How we use your information

We may use the information we collect from and about you to:

- Fulfil the purpose for which you provided it.
- Provide and improve the services, including developing new features or services, taking steps to secure the service and technical and customer support.
- Fundraise, accept donations, or process transactions.
- Send you information about your interaction or transaction with us, account alerts or other communications, such as newsletters to which you have subscribed.
- Process and respond to your inquiries or to request your feedback.
- Conduct analytics, research and reporting, including to synthesize and derive insights from your use of our services.
- Comply with the law and protect the safety, rights, property or security of Bouncing Statistics, the service, our users and the general public; and
- Enforce our terms of use, including investigating potential violations.

Please note that we may combine information we collect from you and about you (including automatically collected information) with information we obtain about you from our affiliates and/or non-affiliated third parties and use such combined information in accordance with this privacy policy.

We may aggregate and/or de-identify information collected through the Services. We may use de-identified and/or aggregated data for any purpose, including, without limitation, for research and marketing purposes.

Cookie and Tracking Technologies

We use cookies and similar technologies to improve user experience, analyse website traffic, and personalise content. Where legally required, we will obtain your consent before placing non-essential cookies. You can manage cookie preferences through your browser settings.

Data Retention

We retain the information we collect for as long as necessary to fulfil the purposes outlined in this Privacy Policy or as required by law. Retention schedules are defined in our Record Retention Policy (e.g., 6 years for employee data, 6 years for financial data, 40 years for certain health and safety records). Data no longer required will be securely deleted or anonymised.

Your Data Protection Rights

Under UK GDPR and the Data Protection Act 2018, you have the following rights:

- Right to be informed
- Right of access
- Right to rectification
- Right to erasure ('right to be forgotten')
- Right to restrict processing
- Right to data portability
- Right to object
- Rights relating to automated decision-making and profiling.

You can exercise these rights by contacting us using the details below.

Data Transfers

If we transfer data outside the UK, we will ensure appropriate safeguards are in place, such as adequacy regulations or standard contractual clauses approved by the UK Information Commissioner's Office (ICO).

Security of Information

We implement appropriate technical and organisational measures to protect personal data, including encryption, access controls, and staff training. Only authorised personnel have access to personal data, and systems are monitored for security compliance.

Changes to This Privacy Policy

We will review this policy regularly and update it where necessary. If significant changes are made, we will provide notice as required by law.

Questions and concerns

If you have any questions or concerns about this Privacy Policy or our data practices, you can contact us at:

Email: info@bouncingstatistics.com

Address: 58 Spencer Street, Birmingham B18 6DS

Phone: 0330 133 9722