



CIRCULTYCS PRIVACY POLICY

10/2022 - 09/2023

For the purpose of this privacy policy, any individual(s) submitting data to Circulytics and/or with whom we communicate about Circulytics is the “Contact” and the organisation on behalf of which the Contact is submitting data is the “Organisation”.

Ellen MacArthur Foundation (“we”, “us” or “our”) is committed to processing data in a transparent, fair and lawful manner (in compliance with the Data Protection Act 2018, the UK General Data Protection Regulation and Privacy and Electronic Communications Regulations) and to honouring the rights of data subjects. This policy explains how we process the Contact’s personal data. If we make changes to this privacy policy that affect how we handle the Contact’s personal data, this statement will be updated and made available through the Circulytics platform.

OUR CONTACT DETAILS

Ellen MacArthur Foundation and Ellen MacArthur Foundation Trading Limited

The Sail Loft, 42 Medina Rd, Cowes, Isle of Wight PO31 7BX, United Kingdom

Data Protection Officer: Jo Bootle

+44 (0) 1983 296463

privacy@ellenmacarthurfoundation.org

SCOPE OF THIS POLICY

This privacy policy applies when the Contact submits data to Circulytics or when we otherwise receive the Contact’s data in connection with Circulytics.

THE DATA WE COLLECT

We will collect the Contact’s name, the Contact’s Organisation email address and job title.

HOW WE COLLECT DATA

We will collect the Contact’s data:

- when they submit a form registering their interest in Circulytics;
- from the Organisation during our Network onboarding process if the Organisation is part of our Network (a Member, Partner or Strategic Partner); and/or
- from the Organisation when we make contact with the Organisation about its Circulytics submission, if the Organisation wishes anyone other than the Contact identified during the Network onboarding process to complete the Organisation’s Circulytics submission.

HOW WE USE DATA

We will only use the Contact’s personal data:

- for our own internal purposes, including engagement tracking, record-keeping, stakeholder management and archive purposes;
- for the purposes of providing Circulytics, communicating with the Contact about Circulytics and the Organisation’s Circulytics score, and providing updates and further information to the Organisation about Circulytics; and
- if the Contact gives their consent, for the purpose of providing the Organisation with information and opportunities which are relevant and/or may be of interest to the Organisation given its participation in Circulytics.



OUR LEGAL BASES

Under the UK GDPR, we are required to have a legal basis to process personal data. The legal bases we rely on are set out below.

Contractual obligation

Where we have a contract with the Organisation (including the Circulytics terms of agreement), we use the Contact's data to fulfil that contract. For example, we may contact the Contact to discuss Circulytics, or if there are any disputes in relation to the terms of agreement. The Contact may be bound by the terms of agreement to provide some personal data to us and if they do not provide this data, we may be unable to fulfil the contract.

Consent

We will ask for the Contact's consent to process their data where it is legally required or reasonable for us to do so. If the Contact provides their consent to us processing their data, we will rely on their consent as a legal basis. The Contact is able to withdraw their consent at any time. They can do this by contacting our Data Protection Officer using the contact details listed above.

Legitimate interest

We may have a legitimate interest in processing the Contact's data. We will rely on this basis when it is not appropriate for us to rely on the Contact's consent or another legal basis.

We will rely on having a legitimate interest provided that processing the data is necessary and the Contact's interests do not outweigh the legitimate interest. We will only process the data when the Contact would reasonably expect for us to do so. This includes when we send the Contact information relevant to Circulytics, or share their data with third parties who are involved in Circulytics and third-party providers who support our core operations, such as IT service providers or contractors.

Our legitimate interests include:

- furthering our charitable objectives;
- promoting the idea of a circular economy;
- the broader societal benefits that a move towards a circular economy will create; and
- the benefits of our work to those we interact with, including helping individuals learn about the circular economy, and supporting our stakeholders to implement the principles of a circular economy in their work.

Legal obligation

Where we are required to provide data to a third party by law, we will provide that data to that third party.

HOW WE MAY SHARE DATA

We may share the Contact's data with other members of our charitable group. Our charitable group includes our subsidiaries and any associated companies or charities, including those in the EEA, the United States, China and Brazil. Where necessary, the Contact's data will be added to our databases, and may be accessed by our staff worldwide. Where the Contact's data is used in other countries, we have taken steps to ensure that the data is appropriately protected.

We may also share personal data with selected third parties including our funders, partners, agents, service providers and legal and professional advisors where it is necessary or advisable to do so in connection with Circulytics. These include operational service providers such as Amazon Web Services (AWS), Salesforce, Retool, and Google. When we share data with third parties, we put contractual arrangements and security mechanisms in place to protect the data and to comply with our data protection, confidentiality and security obligations.

We may also share personal data with third parties if we are under a duty to disclose it in order to comply with any law or legal obligation (including to investigate or prevent crime), or to protect our rights, our property or the safety of others, or where the Contact has consented to us doing so.



HOW WE STORE DATA

The Contact's data is stored securely on EMF's internal systems and by third-party hosts who implement secure data storage procedures.

We will only hold that data for as long as necessary for the purposes for which it was collected, or if we are required to hold it for operational or legal purposes. We will periodically review the data we hold to determine whether it is still necessary for us to be holding it for those purposes.

We retain the Contact's data for up to three years after the last communication we have received from the Contact. We may contact the Contact to check whether they still want us to hold their data if we cannot establish whether we have heard from them in three years. If we do not hear from them after attempting to make contact with them, or we otherwise determine that we no longer need to hold their data, we will dispose of it securely by erasing it from our systems or putting it beyond use.

TRANSFERRING DATA OVERSEAS

The Contact's data may be transferred to, stored at, and/or processed by people or organisations working in other countries outside of the UK. This includes transferring data to other members of our charitable group, and our partners, agents, service providers and legal and professional advisors. Any such transferral, storage or processing will be undertaken in accordance with the UK GDPR. We will take all steps reasonably necessary to ensure that the Contact's data is transferred, stored and processed securely.

DATA PROTECTION RIGHTS

Data subjects (people) about whom we hold personal data (including the Contact) have the following rights under data protection law. The Contact has different rights depending on the legal basis we have for using their data. If the Contact has any questions about their rights in relation to their personal data, they can contact our Data Protection Officer using the contact details listed above.

A right to be informed: the Contact has a right to know how we use the Contact's data, and this is the purpose of this privacy policy.

A right of access: the Contact has the right to ask us for copies of their data.

A right to rectification: the Contact has the right to ask us to rectify data they think is inaccurate. The Contact also has the right to ask us to complete data they think is incomplete.

A right to erasure: the Contact has the right to ask us to erase their data in certain circumstances.

A right to restriction of processing: the Contact has the right to ask us to restrict the processing of their data in certain circumstances.

A right to object to processing: the Contact has the right to object to the processing of their data in certain circumstances.

A right to data portability: the Contact has the right to ask that we transfer the data they gave us to another organisation, or to them, in certain circumstances.

Where the Contact has provided their consent to our use of their data, they also have the unrestricted right to withdraw that consent at any time. Withdrawing consent means that we will stop processing the data that they had previously given us consent to use. There will be no consequences for withdrawing their consent. However, in some cases, we may continue to use the data where we have a legitimate reason and another legal basis for doing so.



The Contact is not required to pay any charge for exercising their rights. If they make a request, we have one month to respond to them.

If the Contact wishes to make a request, they can contact our Data Protection Officer using the contact details listed above.

HOW TO COMPLAIN

If the Contact has any concerns about our use of their data, they can make a complaint to us via our Data Protection Officer using the contact details listed above.

The Contact can also complain to the Information Commissioner's Office (ICO) if they are unhappy with how we have used their data:

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

Helpline number: 0303 123 1113
ICO website: <https://www.ico.org.uk>

COOKIES

For details on how cookies are collected and used in relation to Circulytics, please see our [cookie policy](#).