



## PRIVACY NOTICE

February 2020

### Introduction

Mara Elephant Project respects your rights to privacy, and this Privacy Notice reflects these rights under the new General Data Protection Regulation (GDPR).

This Note is prepared for our external contacts and partners, and explains when and why we collect personal data, how we use it, the conditions under which we may disclose it to others, and how we keep it secure. Please read it carefully and contact us if you have any questions or concerns by emailing [info@maraelephantproject.org](mailto:info@maraelephantproject.org), phone us at +254 707 280033 or +1 317 832 8313 or writing to us at Mara Elephant Project, P O Box 2606 (00502), Nairobi, Kenya or Mara Elephant Project, 4000 W 106<sup>th</sup> Street, Suite 125-238, Carmel, Indiana, 46032, USA .

### Who are we?

Mara Elephant Project is registered under the Trustees (Perpetual Succession) Act of Kenya and as the Sidekick Foundation, Inc. DBA Mara Elephant Project, a registered 501c3 Public Charity in the State of Indiana, USA.

### How do we collect information from you?

As a data controller we obtain information about you in the following ways:

- When you provide your contact details to us when requesting information about the Mara Elephant Project or any of our programmes, either via the telephone, online, direct mail or face-to-face
- When you register to attend events organized by Mara Elephant Project or its programmes
- When you sign up to our newsletters
- When you visit the headquarters of the Mara Elephant Project

### What type of information is collected from you?

The personal data we collect from you might include your name, job title, address, email address, the organisation you work for and your phone number.

### How do we use your personal data?

We are required by the GDPR to have a legitimate reason – a “lawful basis” – for any personal data that we collect or hold on you. The table below describes how we may use this data, and what we understand to be the lawful basis for our processing it:

Purpose	Lawful basis for processing
Send you communications which you have requested and that may be of interest to you. These may include information about events, newsletters, publications, updates and other information that is deemed of interest to you	Our legitimate interests, which we have balanced with the rights and freedoms of the data subject
To facilitate your attendance at one of our events or seminars	For the performance of a contract or agreement
Seek your views or comments on our work	Our legitimate interests, which we have balanced with the rights and freedoms of the data subject

### How long do we keep your data?

We keep our retention periods for personal information under review. We are legally required to hold some types of information to fulfil our statutory obligations. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract or agreement you hold with us. We routinely update our data to ensure those who are not engaged in our work are removed.

### Who has access to your information?

We will not share your personal information with any third parties for them to use for their own marketing purposes. However, we may disclose your personal data if required to do so by law.

### Your choices

You have a number of rights under data protection law, including the right to access, rectify and erase your personal data. The accuracy of your information is important to us and you have a choice whether or not you wish to receive information from us. Find out more about your rights [here](#).

If you do not want to receive communications from us about our work, events, and other information which we think you might be interested in, you can unsubscribe on each of the communications themselves. Alternatively, please send an email to [info@maraelephantproject.org](mailto:info@maraelephantproject.org), phone us on +254 707 280033 or +1 317 832 8313 or writing to us at Mara Elephant Project, P O Box 2606 (00502), Nairobi, Kenya or Mara Elephant Project, 4000 W 106<sup>th</sup> Street, Suite 125-238, Carmel, Indiana, 46032, USA 125-238, Carmel, Indiana, 46032, USA.

If you would like to exercise any of your rights under data protection law, if you change email address or any of the other information we hold is inaccurate or out of date, please email us at [info@maraelephantproject.org](mailto:info@maraelephantproject.org), phone us on +254 707 280033 or +1 317 832 8313 or writing to us at Mara Elephant Project, P O Box 2606 (00502), Nairobi, Kenya or Mara Elephant Project, 4000 W 106<sup>th</sup> Street, Suite 125-238, Carmel, Indiana, 46032, USA. If you are concerned about the way we have collected and used your personal data, please contact us – we will do our best to help.

**Security precautions in place to protect the loss, misuse or alteration of your information**

When you give us personal information, we take steps to ensure that it is treated securely. Non-sensitive details (your email address etc.) are transmitted normally over the internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems.

**Review of this Privacy Notice**

We keep this Notice under regular review. This Notice was last updated in February 2020.