

THE WHY FOUNDATION PRIVACY POLICY

This privacy policy tells you what to expect when The Why collects or processes personal information. We are committed to protecting your privacy and we take our responsibility regarding the security of your information very seriously. All data is held in accordance with the guidelines set out in the General Data Protection Regulation (GDPR).

What Information We Collect

The following lists the most common ways in which we collect your personal information.

When you sign up to receive e-mail newsletters from us;

When you participate in surveys, panels, or research;

When you register for and participate in our programs, activities, initiatives, and events;

When you sign a broadcast agreement with us;

When you request information or assistance;

In conjunction with your employment inquiries or applications;

When you participate with social media accounts involving The Why Foundation;

When you communicate with us through the Website;

In conjunction with any other place on the Website and email where you knowingly volunteer personal information.

Generally, we collect the following types of Information:

Relevant contact information such as your name, email address and telephone number

We may collect certain demographic data such as age, gender, and five-digit zip code as part of collecting personal information;

We automatically log certain usage information about your use of the Website. This information includes a reading history of the pages you view. We use this information to provide you with a more customized experience on the Website;

We collect and store additional “traffic data” such as time of access, date of access, software crash reports, session identification number, access times, and referring website addresses

The communications you exchange with us via emails, calls and social media.

We also collect and store certain other information regarding our users' use of the Website so that third parties may provide us with reports and analysis regarding usage and browsing patterns of the Website.

How We Combine Your Information

We may combine information gathered from the Website and information that we have received, gathered, acquired, or stored from other sources, both information collected offline by the Foundation and information received from third parties—including information that currently exists in our files—into a single customer record. We also use and/or combine information that we collect offline or receive from third-party sources (e.g., contact information from our advisors) to edit, enhance, and/or check the accuracy of your record.

How We Use Your Information

We use the information we learn from you to help us personalize and continually improve our communications with you. We use your Personal and Non-Personal Information in the following ways:

General Uses

For editorial purposes;

Responding to your inquiries;

Communicating with you about your enquiries and sending you information about The Why;

Communicating with you about changes to our policies;

Sending you newsletters, mailings, and information about programs, initiatives, activities, and events by e-mail or another medium;

Processing your employment application;

Event or program registration;

Optimizing or improving our programs, services, and operations;

Research and development;

Detecting, investigating, and preventing activities that may violate our policies or be illegal;

Performing statistical, demographic, and marketing analyses of our audiences; both for the website and our SoMe platforms.

Managing our organization

We will not retain your data for longer than is necessary to fulfil the purpose it is being processed for. To determine the appropriate retention period, we consider the amount, nature and sensitivity of the personal data, the purposes for which we process it and whether we can achieve those purposes through other means.

When we no longer need your personal data, we will securely delete or destroy it. We will also consider if and how we can minimise over time the personal data that we use, and if we can anonymise your personal data so that it can no longer be associated with you or identify you, in which case we may use that information without further notice to you.

How We Share Your Information

The Why Foundation adheres to the highest standards of ethical practices in all our operations and is dedicated to protecting the privacy of everyone in our network. Except as disclosed below, we don't sell, barter, give away, rent, or permit anyone outside The Why Foundation to use or access your personal information and in all cases we only share your personal information where it is in the legitimate interest of furthering the philanthropic aims of The Why Foundation.

We occasionally use independent contractors and third-party agents, affiliates, and partners to perform functions such as marketing, analytics, providing customer service, etc., on our behalf. These entities have access to the personal information needed to perform their functions and are contractually obligated to maintain the confidentiality and security of any personal information collected from the Website. They are restricted from using, selling, distributing, or altering this data in any way other than to provide the requested services to The Why Foundation. We may also occasionally share your personal information with our organizational and funding partners, grantees, or co-sponsors of our programs, activities, initiatives, and events from time to time. We endeavour to share your personal information only with partners, grantees, and co-sponsors who will respect your personal information. Although our treatment of your personal information is governed by this Privacy Policy, our partner or co-sponsor's treatment of your personal information will be governed by the partner or co-sponsor's privacy policy. You may withdraw your consent to our sharing of your personal information with partners and co-sponsors at any time by following the opt-out process described below.

We may also use or disclose your personal information if required to do so by law or in the good-faith belief that such action is necessary to (a) conform to applicable law or comply with legal process served on us or the Website; (b) protect and defend our rights or property, the Website, or our users; and (c) act under emergency circumstances to protect the personal safety of us, our affiliates, our agents, or the users of the Website or the public.

Your Data Protection Rights

We will use reasonable efforts to securely process all personal information in line with the rights specified under the GDPR, in particular those related to the following requests:

Request information about whether we hold personal information about you, and, if so, what that information is and why we are holding/using it.

Request access to your personal information (commonly known as a “data subject access request”). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.

Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.

Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).

Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.

Object to automated decision-making including profiling that is not to be subject of any automated decision-making by us using your personal information or profiling of you.

Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.

Request transfer of your personal information in an electronic and structured form to you or to another party (commonly known as a right to “data portability”). This enables you to take your data from us in an electronically useable format and to be able to transfer your data to another party in an electronically useable format.

Withdraw consent. In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

We hold your information and use it as described in this Privacy Policy and will use reasonable measures to ensure that your personal information is only transferred to third parties who also maintain at least the standard of protection required under the GDPR.

We consider that Why Foundation has a legitimate interest in collecting and processing your information. This provides our lawful basis to use your personal information, within the limitations set forth herein.

We reserve the right to modify or amend the terms of this Privacy Policy from time to time without notice. Your continued use of our Website following the posting of changes to this Privacy Policy will mean you accept those changes.

Questions and comments should be directed to info@thewhy.dk

If you have any questions or requests regarding this policy, if you would like to change your preferences, if you no longer wish to receive e-mail updates from The Why Foundation, or if you believe The Why Foundation has erroneous or incomplete information about you, please send an e-mail to info@thewhy.dk