

Privacy Policy

Ekohum Foundation (“we”, “our”, “us”) values the trust you place in us. We are committed to ensuring the protection of your personal information. This Privacy Policy outlines how we collect, use, store, share, and protect your personal data, as well as the rights you have in relation to that information.

1. Scope of This Policy

This policy applies to the personal data collected by Ekohum Foundation through our website, donation forms, events, and any other interactions with us.

2. Information We Collect

We may collect and process the following types of personal data:

a. Personal Identification Information

- Name, address, email, telephone number.

b. Financial Information

- Credit card details, bank account information, donation history, payment records.

c. Technical Data

- IP address, browser type and version, time zone setting, device types, and browsing behavior via cookies.

d. Sensitive Information

- In limited circumstances, we may collect sensitive personal data such as health information when necessary for specific programs, only with explicit consent.

3. How We Collect Information

We collect personal data in the following ways:

- Direct interactions: when you provide your data via forms (online or offline), email, or phone.
- Automated technologies: through cookies and other tracking technologies when you visit our website.

4. Purpose of Data Collection

Your personal data may be used for the following purposes:

- **Processing Donations:** To handle your donations and provide receipts.
- **Communication:** To send newsletters, updates on projects, or events, and respond to your inquiries.
- **Event Management:** To register your participation in events.
- **Compliance:** To meet legal and regulatory obligations.

5. Legal Basis for Processing Data

We rely on the following legal grounds to process your personal information:

- **Consent:** For email marketing or non-essential cookies.
- **Contractual Necessity:** To process your donations.
- **Legal Obligations:** For accounting, fraud prevention, and regulatory compliance.
- **Legitimate Interest:** For improving user experience and organisational transparency.

6. Data Sharing and Disclosure

We do not sell or rent your personal data. However, we may share your information with:

- **Service Providers:** Third-party service providers that help us operate our website, process donations, or manage communications.
- **Law Enforcement and Legal Requirements:** Where disclosure is necessary to comply with legal obligations.

7. International Data Transfers

We may transfer your personal data to partners or service providers outside your country of residence, ensuring that appropriate safeguards (such as Standard Contractual Clauses or Data Protection Agreements) are in place to protect your information.

8. Data Security

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, alteration, or loss. These measures include encryption, access control, secure servers, and periodic reviews of security practices.

9. Data Retention

We retain your personal data for as long as necessary to fulfil the purposes for which it was collected, including legal, accounting, or reporting obligations. For financial data, we may retain records for at least seven years for tax purposes.

10. Your Rights

You have the following rights regarding your personal data:

- **Access:** You can request access to your personal data.
- **Rectification:** You can correct inaccurate or incomplete data.

- **Erasure:** You can request deletion of your personal data, subject to certain conditions.
- **Data Portability:** You can request a copy of your data in a structured, machine-readable format.
- **Restriction of Processing:** You can request that we limit the processing of your data in certain circumstances.
- **Objection:** You can object to the processing of your personal data based on legitimate interests or direct marketing.
- **Withdraw Consent:** Where we rely on consent to process your data, you can withdraw this consent at any time.

11. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on our website. Cookies help us understand how visitors use our site, and we use this information to improve website functionality and user experience. You can manage your cookie preferences through your browser settings.

12. Children's Privacy

- We do not knowingly collect personal data or photographs of children under the age of 16 without parental consent. If we become aware that we have inadvertently collected such information, we will take steps to delete it.
- Photographs of art and resource material created by children in counselling sessions can be clicked.
- Ekohum will ensure that no images (printed or scanned), testimonials or videos of the children shall be taken without adequate permission of the child (if above 12 years) and of parents/ school authorities/ institutional caretakers/ institutional authorities (in case of children below 12 years) before using the same on their website, electronic and print material meant for internal and external stakeholders.
- Photos and content available on the Ekohum website can be used only after acquiring written permission from Ekohum management. In case the stakeholder(s) requires the photos/ videos for internal/ external communication material, it may be permitted subject to approval by the senior management at Ekohum. In case of any element being used from the Ekohum website without written consent from Ekohum management, Ekohum will be in no way responsible for the content used hereafter.
- The staff members, consultants, interns, volunteers of Ekohum shall be required to safeguard all records and documents pertaining to children within their projects and maintain their confidentiality.
- All stakeholders will be required to refrain from using names or other identification details of children they work with until and unless necessary in case of a supervision relationship.
- The identification details of beneficiaries will be kept completely confidential unless the beneficiary has consented otherwise.

13. Third-Party Links

Our website may contain links to external websites operated by third parties. This privacy policy does not apply to third-party sites, and we are not responsible for their privacy practices. Please review the privacy policies of those websites for more information.

14. Updates to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or operational needs. The revised policy will be posted on our website with an updated effective date. We encourage you to review the policy periodically.

15. Contact Us

If you have any questions or concerns about this Privacy Policy or wish to exercise your rights, please contact us at:

Ekohum Foundation

Email: mailto:ekohum@gmail.com