
Your Privacy Policy and what it needs to contain

A privacy policy is a statement that discloses the ways your organisation, uses, discloses, and manages personal data.

The following questions should be considered when writing a privacy notice:

- What information is being collected?
- Who is collecting it?
- How is it collected?
- Why is it being collected?
- How will it be used?
- Who will it be shared with?
- What will be the effect of this on the individuals concerned?

Being transparent by providing a privacy notice is an important part of fair processing. You can't be fair if you are not being honest and open about who you are and what you are going to do with the personal data you collect.

We have drafted the following document for schemes that do not have a privacy policy in place.

The example privacy policy will provide you with guidance on how you can structure one for your own organisation.

This template is based on our current privacy policy so for further guidance or clarification please refer to: www.walkingforhealth.org.uk/privacy-policy.

You can download an editable version of the template [here](#).

Example privacy policy

Introduction

- This is an introductory statement to say that your organisation will be processing personal data
- Provide a short statement indicating information is collected lawfully

Questions

- This section will have the detail of the data protection officer or the best contact for any data protection related queries.

What data we collect

- This section will outline all the different types of personal data that the organisation collects on individuals.

How we use your information

- Here you will definitively state **why** and **how** you are collecting personal data and also make sure to include **who** personal data is being shared with. For example:
 - Administration
 - Marketing
 - Disclosing and sharing data
 - Special categories of data
 - Information you generate

Research and profiling

- Here you will state any research or profiling used by the organisation this includes:
 - Internal research and analysis
 - Analysis of any data

Anonymised data

- If your organisation collects any anonymised data you will need a statement here.

Complaints

- This section should refer to the best contact in your organisation for complaints about this policy as well as the ICO.