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**Privacy Policy**

**Last Updated: August 2025**

At SWEDA, we are committed to safeguarding your privacy and ensuring the security of any personal information you provide. This Privacy Policy outlines how we collect, use, store, and protect your data when you engage with our services, including through our website.

**1. About SWEDA**

SWEDA is a registered charity based in West Bromwich, serving individuals across the Black Country since 1989. We are supported by a diverse range of funding organisations.

Over the past 35 years, our services have evolved to support a wide spectrum of individuals, including young mothers, lone parents, the economically inactive, long-term unemployed, recent college graduates, welfare claimants, aspiring entrepreneurs, socially conscious enterprises, and those less confident with technology. Our mission is to assist everyone who approaches us either directly through our services or by connecting them with trusted partner organisations.

**2. Information We Collect**

When you register with SWEDA, we will collect the following types of data:

* **Personal Information**: Full name, email address, phone number, and home address
* **Business Information**: Business type, address, contact details, services offered, and organisation size
* **Financial Information**: Limited financial data, such as annual turnover, for reporting purposes
* **Demographic Information**: Ethnicity data to support diversity analysis within the sector

**3. How We Use Your Data**

Your data is processed for the following purposes:

* **Service Delivery**: To provide tailored support to social enterprises and businesses
* **Reporting**: To share anonymised statistical data with funding bodies and government agencies, including the West Midlands Combined Authority, to inform sector needs and funding decisions
* **Communication**: To send updates, newsletters, and event invitations relevant to SWEDA’s activities
* **Service Improvement**: To enhance our offerings based on user feedback and data insights

We do not sell or share your personal data for commercial marketing purposes.

**4. Data Storage & Security**

Your data is securely stored using Microsoft Azure cloud services. Physical records are kept in a secure location at:

**The Business Centre, Church Street, West Bromwich, B70 8RP**

We employ robust security protocols to prevent unauthorised access, alteration, or disclosure. Data is retained in accordance with SWEDA’s retention policies and relevant legal requirements.

**5. Data Sharing**

We may share anonymised, aggregated data with:

* Funding bodies (e.g., West Midlands Combined Authority)
* Government agencies
* Partner organisations (for sector development and improvement)

Identifiable personal data is never shared with third parties for marketing purposes.

**6. Your Data Rights**

You have the right to:

* **Access**: Request a copy of the personal data we hold about you
* **Rectify**: Correct any inaccurate or outdated information
* **Erase**: Request deletion of your personal data from our systems

To exercise these rights, please contact us at:
**sweda@sweda.org.uk**
All requests will be handled in accordance with applicable data protection laws.

**7. Cookies & Website Tracking**

Our website uses cookies to improve user experience:

* **Essential Cookies**: Required for WordPress login and commenting functionality
* **Google Analytics**: Used to monitor website performance (non-identifiable data only)

We do not use cookies to collect personal data for advertising or external reporting.

**8. Policy Updates**

This Privacy Policy may be updated periodically. Any significant changes will be communicated via our website.

For further information or to raise any concerns, please contact us at:
**sweda@sweda.org.uk**