

Privacy Statement for Unlocking Potential Service

At Society Matters CIC, we are committed to protecting and respecting your privacy. This privacy statement explains how we collect, use, and store your personal data in relation to the Unlocking Potential service.

Unlocking Potential is a service designed to support individuals in low-paid or insecure work to progress in their careers. This service involves a series of activities and workshops aimed at improving skills and confidence.

Data Collection and Use

We collect and use various types of personal data, including:

- Personal identification details (such as names, addresses, and contact information)
- Financial information (such as income, expenditure, and debts)
- Health details (particularly for ensuring reasonable adjustments are met)

This data is collected through onboarding forms, and feedback surveys throughout the program to determine eligibility, identify support needs, and measure the project's success.

Data Storage and Retention

Your data will be stored in our CRM system, AdvicePro, and will be retained for six years after the last financial year of the contract, in accordance with our data retention policy and contractual commitments.

Data Sharing

We may share your data with our workshop delivery partners, including Northern Stage, Venture Zero, YMCA North Tyneside, and Newcastle United Foundation, to facilitate the delivery of the program. Only the necessary data, such as your name, will be shared.

Your Rights and Control

You have significant control over your data. You can provide consent for data collection and processing, and explicit consent should we need to gather and process your special category data; you can withdraw your consent at any time. This is clearly communicated in our privacy policy and during the consent-gathering process.

Security Measures and GDPR Compliance

The data controller is Society Matters CIC and the Data Protection Officer is [Phil Hodgson](#). We take data security seriously and have implemented robust measures to protect your data, the organisation

is accredited with Cyber Essentials Plus and our IT systems undergo regular penetration testing and monitoring for vulnerabilities.

We adhere to approved codes of conduct and certification schemes to ensure compliance with GDPR principles. Our data protection practices are continuously reviewed and updated to align with evolving legal requirements and best practices.