

# HerVenture Privacy Policy

## About HerVenture

HerVenture is a mobile learning app that supports women entrepreneurs to access the skills, confidence and networks they need to grow their businesses. It is available in a number of countries; personal data provided in the app will be processed by the Cherie Blair Foundation for Women in the UK.

## What personal information do we collect about HerVenture users?

The personal information we collect from you may include your:

- name, address and contact information (telephone number(s) and/or email address(es));
- contact preferences;
- photograph or avatar;
- professional and/or business information; and
- any other information provided by you to the Foundation.

We also automatically collect information about your equipment and your use of the app.

## Special category data

Certain categories of personal information are recognised in law as sensitive, including health information and information regarding race, religious beliefs, and political opinions ('special category data') and personal data relating to criminal convictions and offences. We do not routinely collect such information about HerVenture app users unless that information has been manifestly made public by you (for example, where you have published your political opinions/affiliations).

## How do we collect your personal information as a HerVenture user?

### When we collect it as you use the app

We collect personal information that you may provide to us including when you:

- download the app and create a profile; or
- complete a survey.

## How do we use your information as a HerVenture user, and what is our legal basis for processing it?

We will only process your information if we have a legal basis for doing so, including: -

### To fulfil a contractual obligation, for example: -

- To administer your use of the app

**Where you have granted us consent, for example: -**

- To send you app notifications and emails

**Where we have a legitimate interest, for example: -**

- To administer our internal operations, including the administration of activities involving our partners; or
- To improve our services to ensure that any content is presented to you in the most effective manner for you.

**We also use the information you provide in an anonymised form for the following purposes: -**

- Monitor and evaluate the impact of HerVenture
- Refine and improve our services
- Produce reports such as our annual report or reports for donors
- To advocate for women entrepreneurs around the world

### **Our communications with you as a HerVenture user**

We are committed to communicating with HerVenture users in line with their preferences.

You can turn off HerVenture app in-app notifications and/or app email notifications from the Profile section of the app. Please note that from time to time, our app may contain links to and from the websites of our partner organisations or others. If you follow a link to any of these websites, please note that they have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check those third-party policies before you submit any personal information to those websites.

### **What other organisations do we share your information with?**

We may share your personal information with our service providers/data processors so that they can carry out work on our behalf. Whenever we engage a third party to act on our behalf we ensure that the contract we enter into with them require them to comply with UK data protection laws, to process your information only for the purposes we specify and to make sure they have the appropriate controls in place to protect the security of your information.

Examples of service providers/data processors include: -

- Providers that develop and maintain any of our digital offerings
- Local HerVenture delivery and promotional partners

We will also share your personal data with local delivery partners to deliver a service you have signed up for. Donors will only receive anonymised and/or statistical information from your personal data as part of programme reporting.

## How long do we keep your information?

We only keep your data for as long as necessary for the purposes set out in this Privacy Policy to fulfil our contractual obligations to you, to comply with legal requirements, tax and accounting rules, or for other reasonable legal purposes.

The retention period will vary according to the nature of the purpose under which the information is held, for example

- We may retain your data for up to three years after the completion of the programme that you are participating in for statistical and analytical purposes to inform our reporting. After this date, we may retain anonymised data for ongoing data analysis.

You can request further information about our retention policy by contacting us.

## Removing your data

If you would like us to remove your data from our systems, please contact us. Please note that deleting the app does not automatically delete your data, so you will need to contact us separately in order to do this.

## About the Cherie Blair Foundation for Women

The Cherie Blair Foundation for Women works with women entrepreneurs in low and middle income countries. We work together to enable women entrepreneurs to reach their potential. We are committed to eliminating the global gender gap in entrepreneurship and creating a future where women entrepreneurs thrive.

Since our inception in 2008, we have supported 300,000 women to start and grow successful micro, small and medium-sized businesses in over 100 countries.

Training, mentoring, networking, and collaboration are at the heart of our work, deploying technology innovatively to reach and connect with more women worldwide. Our approach opens doors for women entrepreneurs to networks, finance, new markets, investments and opportunities.

As a result, women create a future for themselves, their families, and their communities. In turn, they contribute to more robust economies, global gender equality and a thriving entrepreneurial sector.

[www.cherieblairfoundation.org](http://www.cherieblairfoundation.org)