

# Road to Markets Privacy Policy

## About Road to Markets

The Road to Markets (“R2M”) programme is a collaborative venture developed in partnership with DHL, and it is designed to help women entrepreneurs in overcoming barriers to market access by equipping them with the knowledge, confidence, networks, and pathways needed to sustain and expand their businesses in new and existing markets.

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This section contains information which is specific to R2M participants.

What personal information do we collect about our R2M participants?

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;
- your photograph;
- basic business information such as business industry, business name, business address and number of employees; and
- any other information provided by you to the Cherie Blair Foundation for Women.

In addition to the above, when you visit our website we use cookies to improve your experience and personalise the service you receive. See our [cookies policy](#) for more information.

## 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 R2M participants 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 an R2M participants?

### When you give it to us directly

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

- sign up to be a R2M participant;
- complete your online profile; or
- upload information to the online learning tool.

## **When we collect it as you use our website or apps**

We collect information about the services you use and how you use them in a number of ways, including:

- When you visit our website, including through the use of cookies, we may automatically collection information about your equipment, browsing actions and patterns. See our [cookies policy](#) for more information; or
- When you view and interact with our emails and content

## **How do we use your information as a R2M programme participant, 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:

### **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 the R2M programme
- 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 R2M participant**

We are committed to communicating with you in line with your preferences. This means we carefully manage the communications we send you to ensure that we are contacting you in the most relevant way.

You will not receive unsolicited mail from the Foundation unless you have agreed to receiving communications from us. However, occasionally you may receive communications from our local delivery partner as part of our programme, which you can choose to reply to.

[Please note that from time to time, our R2M online learning tool 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 delivery partners

Our donor 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 two 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.