

SOCIAL MEDIA PRIVACY NOTICE

1. Introduction

This privacy notice explains what personal information is collected when you engage with us via social media, what it is required for and who it is provided to.

The notice also describes why MCRactive requires your data, and the legal basis on which it does this.

It provides additional information that specifically relates to this particular aspect of our service, and should be read together with MCRactive corporate privacy notice, which provides more detail on the questions below. Click here to read our general [corporate privacy notice](#).

2. What kinds of personal information does this service use?

When someone engages with us via social media platform such as Twitter and Facebook, then we collect the following information about that person:

- a) No personal data is collected when engaging with customers on social media. The only information available is the customer's social media profile name. This is in the form of the name attributed to the profile and the user name. Pixel8 (see 6) also have visibility of the location and bio of the customer if the user has made this information public.
- b) Personal information can be shared by customers via Direct Message. This would only happen if a customer had won a social media competition or if the customer requires their personal information sending to a specific centre.

3. What is your personal information is used for?

MCRactive does this to be able to communicate with you and ensure that we are able to answer any questions or queries that you have contacted us about?

4. What is the lawful basis we are relying on to use personal information?

We collect and use this information under provisions contained in the General Data Protection Regulation, Article 6. Specifically we collect the information referred to in paragraph 2 above under the requirements of a contractual obligation.

5. Where has your personal information come from?

You will have provided the information to us directly by engaging with our social media platforms.

6. Who will we share your personal data with?

We use a third party provider, Pixel8, to manage some of our social media interactions. If you send us a private or direct message via social media, the message will not be stored (as per 2a). It will not be shared with any other organisations.

7. Any direct messages containing no personal information will be stored indefinitely within the social media platform. Any direct message with personal information will be deleted from the social media platform and Sprout Social management platform (social media tool) once shared with MCRactive.

Pixel8 does not have a privacy notice. **What rights do you have in relation to your personal information?**

To read about what rights you have regarding the personal information used for this service, please [click here](#).

8. How to contact us

If you have any questions or concerns about how MCRactive uses your personal information, please contact the Trust via dataprotection@mcractive.com.

9. Complaints or queries

If you have any concerns about the way MCRactive processes your personal information, you have the right to complain to the Information Commissioner's Office. The contact details are:

0303 123 1113 (Local rate) / casework@ico.org.uk

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.