

MILA Privacy Statement

1. The Media and Information Literacy Alliance (MILA) is a cross-sector group of organisations and individuals sharing a common belief in the power of media and information literacy to help people lead happier, healthier, safer and more productive lives. It operates as a charity registered in England and Wales under number 1206054. MILA may be contacted through its secretary at sg@informall.org.uk.
2. The MILA secretary is the data controller for MILA and is registered with the Information Commissioner's Office (certificate reference number ZA183437).
3. This Privacy Statement is based on a [template](#) set out by the Information Commissioner's Office and its latest version was completed in February 2024. It will be reviewed and updated periodically if changing need or circumstances call for this.

The type of personal information we collect

4. We currently collect and process the following information:
 - your names and email addresses, which is the minimum information required;
 - your job titles and organisations/institutional affiliation, should you have opted to provide such information;
 - your comments about your professional background and relevant areas of professional interest, should you have provided such information.
5. We do not collect or process any information about you other than what you have provided us.

How we get the personal information and why we have it

6. All of the personal information we process is provided to us directly by you through two channels:
 - when you provide us with your details by filling in the [contact form](#) on the MILA website;
 - when you contact us directly, asking to be included on the MILA mailing list.
7. We hold and process this personal information solely in order to keep you informed about MILA news, activities and collaborative opportunities. We do not share your details with any third parties except for the specific, technical purpose of managing mailings to you (see below).
8. Under the UK General Data Protection Regulation (UK GDPR), the two lawful bases¹ we rely on for processing this personal information are:
 - **Your consent:** at any time, you are able to remove your consent and thereby to have all your information removed from our database. You can do this either by clicking on the opt-out link at the foot of our newsletters or by contacting sg@informall.org.uk.
 - **We have a legitimate interest:** MILA's effective operation depends on:
 - keeping you informed about what we do;
 - providing you with opportunities to engage with us;
 - promoting and advocating for media and information literacy in the public interest.

¹ As set out and explained by the Information Commissioner's Office – see <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/>

It is therefore important for us to hold and process your personal information for the purposes of communicating with you. We would not be able to achieve our aims and objectives, as set out in MILA's [constitution](#), without such communication.

How we store your personal information

9. Your personal information is securely stored and encrypted on a database hosted in the cloud through Google Drive. Google's [frequently asked questions about GDPR](#) outlines their compliance. In addition, MILA uses the Mailchimp mailing tool for the purposes of sending out newsletters to you; your information is therefore stored on and processed through their systems too. [Read how Mailchimp is compliant with GDPR](#). Mailchimp's parent company, Intuit has a [global privacy statement](#).
10. We will collect and process your personal information for the duration of MILA's existence, unless you remove your consent, as outlined above. In the event that MILA ceases its operations or no longer requires to communicate with you, we will destroy all the information that we hold on you; and we will permanently delete the Mailchimp mailing list.

Your data protection rights

11. Under data protection law, you have rights including:
 - **Your right of access** – You have the right to ask us for copies of your personal information.
 - **Your right to rectification** – You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
 - **Your right to erasure** – You have the right to ask us to erase your personal information in certain circumstances².
12. You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you. Please contact us at sg@informall.org.uk if you wish to make a request.

How to complain

13. If you have any concerns about our use of your personal information, you can make a complaint to us at sg@informall.org.uk. You can also complain to the Information Commissioner's Office (ICO) if you are unhappy with how we have used your data:

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

Helpline number: 0303 123 1113
ICO website: <https://www.ico.org.uk>

² The circumstances include where you remove your consent for your personal information to be processed; the full list of circumstances is set out at <https://www.legislation.gov.uk/eur/2016/679/article/17>