



Empowering Black Women To Thrive & Lead Communities

#DefinitionRedefined Privacy Notice

1st October 2026

At a glance

Your voice is precious, and so is your privacy. Here is the short version of how Soul Purpose 360 looks after your information during #DefinitionRedefined:

- **Your survey answers are anonymous.** We report findings as group statistics and anonymised quotes, never in a way that identifies you.
- **We only email you if you say yes**, and every message has an unsubscribe link.
- **We will never sell your information** or share it for anyone else's marketing.
- **Sensitive information is handled with extra care.** We only collect it with your explicit consent, and you can skip any question.
- **Girls aged 16-17 can take part.** We protect younger participants with extra safeguards.
- **You stay in control.** You can ask to see, correct or delete your information, or withdraw your consent, at any time.

Questions? Email definitionredefined@soulpurpose360.co.uk (Monday to Friday, 10am to 5pm; we aim to reply within five working days).

1. Who we are and what this notice covers

Soul Purpose 360 CIC is the "data controller" for #DefinitionRedefined, which means we decide how your information is used and we are responsible for protecting it.

Detail	
Organisation	Soul Purpose 360 CIC, a community interest company registered in England and Wales
Company number	12217224
Address	Soul-Full, 62 George Street, Croydon, CR0 1PD
ICO registration number	ZB114850
Campaign privacy contact	definitionredefined@soulpurpose360.co.uk



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This notice explains how we use personal information when you:

- sign up to join the **#DefinitionRedefined** movement on our website;
- receive our campaign emails, texts or WhatsApp messages;
- take part in **The National Survey of Black Women & Girls in Britain**;
- contribute your voice, image, poem or music to the campaign;
- get in touch with us, including through our safeguarding and access inbox;
- engage with our campaign on social media;
- partner with us as an organisation.

It sits alongside Soul Purpose 360's general GDPR policy [here](#). Where the two differ, this notice applies to #DefinitionRedefined.

2. What we collect, why, and our lawful basis

UK data protection law says we must have a valid reason, called a "lawful basis", for each way we use your information. Here is ours for every part of the campaign.

Activity	Information we collect	Why we use it	Lawful basis
Joining the movement (sign-up form)	First name, email, optional mobile number, town or borough, who you're signing up as, confirmation you're 16+, your contact choices	To tell you when the survey opens, send reminders and share what the findings show	Consent , which you give by ticking the boxes on the form
Campaign emails, texts and WhatsApp	Your contact details and whether you open messages or click links	To send only the messages you agreed to, and to stop messages once you've taken part	Consent
The national survey	Your answers, which may include sensitive information (see Section 3)	To build national evidence about the lives of Black women and girls in Britain, and to inform a proposed National Commission	Consent , plus your explicit consent for sensitive information



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Activity	Information we collect	Why we use it	Lawful basis
Contributing your voice, image, poem or music	Your name and contact details, your recordings, photos, words or music, credit choices and signed consent form	To feature your contribution in the campaign, exactly as you agreed	Consent , recorded on the contributor consent form
Contacting us	Your name, contact details and what you tell us	To answer your question, support access needs or respond to a safeguarding concern	Legitimate interests in responding to you; vital interests or our legal duties if someone is at serious risk
Social media	Your public username and anything you post, comment or share with us	To reply to you and moderate comments to keep our spaces safe	Legitimate interests in running safe, responsive campaign channels
Partner organisations	Work contact names, roles, emails and organisation details	To share the partner toolkit, launch updates and findings	Legitimate interests in building a national partnership
Our website	Basic technical and usage information (see Cookies in Section 5)	To keep the sign-up page working and understand how it's used	Consent for non-essential cookies

You never have to give us information. If you choose not to, the only effect is that we can't send you updates, include your survey answers or feature your contribution.



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3. The National Survey of Black Women & Girls in Britain

Your answers are anonymous

- The survey does **not** require your name, email address, phone number or home address.
- Your survey answers are kept **separate** from the sign-up list, so we cannot link what you said to who you are.
- If you choose to leave contact details at the end of the survey (for example, to hear about the findings), they are stored separately from your answers.
- We publish findings only as group statistics, and we do not report any group smaller than 10 people, so no one can be recognised.
- If we quote your written answers, we remove anything that could identify you, such as names, places, workplaces or unusual details.

Sensitive information

To understand Black women's and girls' lives fully, the survey asks some questions about "special category" information, which the law protects more strongly. This may include your ethnic background, health and wellbeing, religion or belief, and sexual orientation.

- We only collect this with your **explicit consent**, which you give at the start of the survey.
- **Every sensitive question is optional.** You can choose "prefer not to say" or skip it.
- You can stop at any point and answers you haven't submitted are not saved. You can choose to close without saving.
- Some questions may touch on difficult experiences. The survey includes comfort breaks and signposts to support services.

Taking part at 16 or 17

The survey is open to women aged 18 and over and girls aged 16-17. In the UK, young people aged 13 and over can consent to how their own information is used online, so girls aged 16-17 can take part without a parent's permission. To protect younger participants:

- The survey is written in clear, age-appropriate language;
- Sign-up messages to 16-17-year-olds relate only to the campaign and survey;
- Contributors aged 16-17 who feature in campaign content also need a parent or guardian's consent;
- The survey is not for anyone under 16. If we learn someone under 16 has taken part, we will delete their answers where we can identify them.



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4. Who we share with, and how long we keep it

Who we share your information with

We never sell your information or share it with anyone for their own marketing. We share it only in these ways:

Who	What they receive	Why
Our service providers ("processors"), including MyT Automation / MyT CRM (sign-ups and messages), [survey platform name] (survey), Canva (campaign designs) and [email and file storage provider]	Only what they need to provide their service	They run the tools we use, under contracts that require them to keep your information secure and use it only on our instructions
Social media platforms (Instagram, Facebook, LinkedIn, TikTok, YouTube)	Contributions you've agreed we can publish	To share the campaign; each platform also has its own privacy policy
[Research partner or university, if any]	Survey answers with no names or contact details	To help analyse the survey findings under a data-sharing agreement
Funders, partners and the proposed National Commission	Anonymised findings only	To present the evidence and drive change
Emergency services or safeguarding authorities	Only what's necessary	If we believe someone is at serious risk of harm (see Section 5)
Regulators or courts	Only what's required	If the law requires us to

International transfers

Some of our service providers, such as MyT Automation and Canva, may store information outside the UK, including in the United States. When this happens, we make sure your information is protected to UK standards: for example, through the UK's data bridge with the US, or UK-approved data transfer agreements. You can ask us for details.



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How long we keep your information

Information	How long we keep it
Sign-up details and contact choices	Until you unsubscribe, or 12 months after the campaign ends, whichever is sooner
Survey answers in their original form	Until the findings are published, and no later than 31 January 2029
Anonymised survey data	Kept for future research and reporting, because it can no longer identify anyone
Contributor consent forms and contributions	For as long as we use your contribution, plus one year as a record of your permission
Messages to our inbox	12 months after the matter is resolved, or longer if needed for a safeguarding record
Partner organisation contacts	Until the end of the campaign's reporting, or until you ask us to stop

When the retention period ends, we securely delete or anonymise your information.

5. Keeping your information safe

Security

- Only the small number of team members who need it can access campaign information, and their accounts are password-protected with two-step verification.
- Survey answers and sign-up details are stored in separate systems.
- Paper consent forms are kept in a locked cabinet at Soul-Full, and digital copies in access-restricted folders.
- If a data breach ever puts your information at risk, we will act quickly, tell you where the law requires it, and report it to the Information Commissioner's Office.

Safeguarding

Your wellbeing matters to us. Because the survey is anonymous, we usually cannot identify who wrote an answer. If a message to our inbox, a comment or an identifiable contribution makes us believe someone is at serious risk of harm, we may share necessary information with emergency services or safeguarding authorities, even without consent. We will tell the person first wherever it is safe to do so.

If you need support now, the survey and our website list helplines and support services. In an emergency, always call 999.



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Cookies

Our sign-up page uses essential cookies to work properly. With your permission, we may also use analytics cookies to understand how many people visit and sign up. You can accept or refuse non-essential cookies through the banner on our website and change your choice at any time.

6. Your rights

Under UK data protection law, you have the right to:

- **access** the information we hold about you and get a copy;
- **correct** information that is wrong or incomplete;
- **delete** your information;
- **restrict** how we use your information while a concern is investigated;
- **object** to us using your information where we rely on legitimate interests;
- **move** information you gave us to another organisation (data portability);
- **withdraw your consent** at any time. This doesn't affect anything we did before you withdrew.

To use any of these rights, email definitionredefined@soulpurpose360.co.uk or write to us at **Soul-Full, 62 George Street, Croydon, CR0 1PD**. We will respond within one month. We may need to confirm your identity first.

Please note: because survey answers are anonymous, we usually cannot find or delete an individual's answers once they've been submitted. Information that has already been anonymised and published in the findings cannot be withdrawn.

To stop campaign messages, click "unsubscribe" in any email, reply STOP to a text, or tell us on WhatsApp.

7. Complaints

If you're unhappy with how we've handled your information, please tell us first at definitionredefined@soulpurpose360.co.uk. We will acknowledge your complaint within 30 days and do our best to put things right.

You also have the right to complain to the UK's data protection regulator:

Information Commissioner's Office (ICO)

Website: ico.org.uk/make-a-complaint

Helpline: 0303 123 1113



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8. Changes to this notice

We may update this notice as the campaign develops, for example when the survey opens or the findings are published. We'll publish any changes at soulpurpose360.co.uk/definition-redefined and tell you about significant changes by email.

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Soul Purpose 360 CIC · Company No. 12217224 · Soul-Full, 62 George Street, Croydon · CR0 1PD | definitionredefined@soulpurpose360.co.uk