

Mentoring Women in Business Programme

Privacy Notice

Updated March 2024

Introduction

Our gold-accredited Mentoring Women in Business programme exists because we know mentoring is transformative for mentees and mentors alike. It has supported over 6,000 women entrepreneurs as mentees.

Mentoring Women in Business was born from the belief in the power of mentoring, in the role technology can play in building connections, and in community as a powerful force for change.

By forging these elements together, we created a new way to support women entrepreneurs around the world to grow and strengthen their businesses and build their skills, confidence and knowledge.

This Privacy Notice contains information which is specific to women entrepreneurs and business experts that sign up to take part in the Mentoring programme as mentees and mentors, respectively.

Your Personal Information

What personal information do we collect about our Mentoring programme participants?

For both mentees and mentors, the personal information we collect from you will include your:

- Full name, address and contact information (telephone number(s) and/or email address(es),
- Year of birth,
- Gender,
- Nationality/country they're based,
- City they live in/closest to,
- Level of education,
- Photograph and/or avatar (voluntary),
- Details of correspondence sent to you, or received from you, whether by email, telephone, WhatsApp or via the mentoring platform; and
- Any other information provided by you to the Foundation.

There is some personal information that we only collect from mentees or mentors, respectively. For example, the information about the mentee's business and mentor's

experience and expertise, which informs matching. We also collect some data like mentee's marital status for reporting purposes.

From mentees, we collect the following information:

- Marital status,
- How many hours they carry out caring responsibilities and for whom; and
- Business information (for example, business name and address, job title, annual turnover, sector and aspirations).

From mentors, we collect the following information:

- Professional information (for example, job title, employer, professional history); and
- Personal development and business expertise they can share.

If you wish to learn more about why we collect specific data, you can get in touch with the Mentoring Team by sending an email to mentoring@cherieblairfoundation.org. We will indicate in our application forms, surveys and other communications what information you are required to share in order to successfully apply for and participate on the programme, and what information you can opt-out of.

In addition to the above, when you visit our website or the mentoring platform, we use cookies to improve your experience and personalise the service you receive. Please see below for more information about our websites and platform's cookie policies.

What about 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 collect two pieces of data within this category: nationality and marital status.**

The first one allows us to establish eligibility and for matching purposes. Marital status of mentees is collected so that we have a greater understanding of who we are serving and cater our services to those. It also provides knowledge for our advocacy efforts.

This data will only be shared as anonymised, aggregated data. Except for those, we do not routinely collect special category data about Mentoring Programme participants unless that information has been manifestly made public by you (for example, where you have published your political opinions/affiliations) or if you share this with us voluntarily (for example, in a phone call, email, WhatsApp /Text message, or a message on our mentoring platform, a participant shares a health reason that may impair their ability to participate on the programme. We will only record this for programmatic purposes and with as limited personal information included as possible).

Data Collection

How do we collect your personal information as a Mentoring Programme participant?

When you give it to us directly:

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

- Apply for the programme,
- Amend your profile,
- Complete any of our Post-Meeting, Mentoring Quality, Mid-Point or End-Of-Programme surveys,
- Communicate with us via messages on the mentoring platform, email, phone calls or WhatsApp
- When you agree to participate in an event or case study to share your experiences on the programme.

When you give it to us indirectly:

- When we collect information from a mentee's business' website or a participant's LinkedIn page to establish whether they are eligible for the programme; or
- When you or your mentoring partner shares information on our social media channels or closed LinkedIn group.

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 use the Cherie Blair Foundation for Women website, including through the use of cookies, we may automatically collection information about your equipment; browsing actions and patterns. A new cookies policy is being developed and will be add here once completed; and
- When you use the mentoring platform, including information on when you sign in, what actions you undertake (for example: have a meeting with your mentoring partner), or if you open an email. This is done through the use of cookies; see our software provider's [cookies policy](#) for more information.

The Mentoring programme is run via a third-party platform called Mentorloop. Most of the data collected is held on this platform. Despite being based in Australia, Mentorloop is fully GDPR compliant. Mentorloop works under contract with us and will not process your data on our behalf. You can find Mentorloop's privacy policy [here](#) and more information about their approach to GDPR [here](#).

Purposes

How do we use your information as a Mentoring 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:

To fulfil a legal obligation, for example:

- To process financial payments (self-funded mentors only).

Where you have granted us consent, for example:

- To contact you if you subscribe to our mailing list (for graduates of the programme only).

Where we have a legitimate interest, for example:

- To administer your participation on the Mentoring programme. This includes, but is not limited to, for matching purposes, to contact participants on issues directly related to the delivery of the programme, and to monitor and evaluate the impact of the programme,
- To administer our internal operations, including the administration of activities involving our partners,
- To improve our services to ensure that any content is presented to you in the most effective manner for you; or
- To contact you in the two years after you completed the programme to get further information regarding your participation and assess impact.

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

- Monitor and evaluate the impact of the Mentoring programme,
- To promote the Mentoring programme and its impact for fundraising purposes, for example on our social media platforms, websites, marketing materials, reports or briefings,
- Refine and improve our services,
- Produce reports such as our annual report or reports for donors; or
- To advocate for women entrepreneurs around the world.

Communications

Our communications with you as a Mentoring programme participant or alum

As soon as you have registered as a Mentoring programme participant, you will only receive communications from the Foundation that are imperative to your participation on the programme. Therefore, while the frequency you receive email notifications from our mentoring platform can be altered, they cannot be turned off. Furthermore, we may reach

out to you via email, phone call or WhatsApp /Text (mentees only), if necessary for providing adequate programme support.

Once you graduate from the programme, we may contact you for up to two years to inform you of upcoming mentoring cycles, and to request your participation in marketing materials or events. For any further communications, such as upcoming mentoring cycles and other programme updates, you will be asked to subscribe to our alumni mailing list and will only receive communications if you have subscribed.

Sharing Your Data

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 requires 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, such as Mentorloop, our mentoring platform software provider, or our online training platform.

We may also share your personal data with partner organisations that work with us to deliver a service you have signed up for. For example, in-country referral partners that nominate mentees, corporate partners that fund and nominate mentors, or donor organisations.

With mentee referral partners, we may share the following information:

- First and last name of mentees,
- Email address of mentees; and
- Country of residence (mentees and mentors).

With corporate partners, we may share the following information:

- First and last name of mentors,
- Email address (of mentors),
- Country of residence (mentees and mentors),
- Job title (mentors only),
- First name of mentees; and
- Description of business (mentees only).

With donor partners, we may share the following information:

- First name of mentors and mentees,

- Country of residence (mentees and mentors); and
- Description of business (mentees only).

During their mentoring meetings, mentoring participants will share personal information with each other on an ad hoc basis. The Mentoring Team does not monitor this data exchange. To ensure no data is shared publicly, the following measures are in place:

- When participants sign up to the Mentoring Programme, they agree with our [Code of Conduct](#) which informs them of the confidential nature of the mentoring meetings, and that information should not be shared outside of the programme.
- When participants start their mentoring journey, they receive a document with further information on confidentiality and data protection

Retention

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:

- Six months after programme completion (and if not signed up for another mentoring cycle), participants' profiles will be deleted from the mentoring platform, including messages exchanged with their mentoring partner or the Mentoring Team, and notes the Mentoring Team made to provide adequate support.
- The Mentoring Team will extract the following information from the mentoring platform: information provided in application forms and feedback provided in surveys (some of which will be exported from Survey Monkey). Two years after programme completion (and if not signed up for another mentoring cycle), this personal data will be destroyed or anonymised.
- In perpetuity, we will retain anonymised data on our participants for reporting and fundraising purposes.
- In perpetuity, we will retain a simplified list of names of previous programme participants. Information includes: first and last name, email address, partner organisation, year of last participation, and whether they graduated from the programme. This is to ensure that we are able to check whether someone is eligible to join the programme in the future. This list will **never** be used for marketing or communication purposes.

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

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 more than 230,000 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