

### [What this means if receive our emails](#)

This section contains information which is specific to our email subscribers. You may receive marketing emails, newsletters, programme updates, and/or information on our research and advocacy activities.

### [What personal information do we collect about our email subscribers?](#)

The personal information we collect from you may include your:

- Name and email address;
- contact preferences; and
- any other information provided by you to the Foundation.

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.

### [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 do not routinely collect such information about our email subscribers 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 email subscriber?](#)

#### [When you give it to us directly](#)

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

- confirm your subscription to receive our newsletter emails; or
- respond to any invitations included in those emails

#### [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 an email subscriber, 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 you have granted us consent, for example: -](#)

- To contact you if you subscribe to our mailing list with marketing emails, newsletters, programme updates, and/or information on our research and advocacy activities

- To let you know about our programmes and any events that we may be hosting

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

- Monitor and evaluate the impact of our programmes
- 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 an email subscriber](#)

We are committed to communicating with our email subscribers in line with their 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. You can change your email preferences or unsubscribe at any time by: -

- clicking the “unsubscribe” link at the end of any emails you receive from us;
- updating your preferences in any of our apps or platforms; or
- by contacting [email address].

[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.

For our email subscribers, we share your personal information with our email distribution service provider that sends out and helps us tailor our emails, and we will not share it with any other third parties without your explicit consent.

[How long do we keep your information?](#)

We generally keep any information we hold about our email subscribers for as long as they are subscribed to our emails. However, we are required to keep a minimal amount of your personal information (your name and email address) if you indicate that you do not wish to be contacted for email communications purposes to ensure that we stop sending you marketing emails unless you request to receive them again in the future.

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