

Community Threads Privacy Notice

Community Threads is part of the Regenda Group and supports housing providers, communities, children and young people to build confidence, skills, influence, wellbeing and meaningful connections. Our work brings people together across generations and places, amplifying the voices of those often unheard and helping them shape positive futures.

This notice explains how and why we use your personal information, and the rights you have.

We are committed to handling your information fairly, transparently and in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Data (Use and Access) Act 2025 (DUAA).

1. Personal data we collect

We collect information about you when you enquire about or events and services. This may include:

Personal data

- Contact details (name, job title, geographical region, organisation address, phone, email)
- Enquiries and interactions you have with us
- Financial information as part of your event registration, booking or donation.

Special category data (where necessary)

- Disability, health or information on specific vulnerabilities
- Ethnic origin
- Religion
- Sexual orientation

We only ask for this information to ensure that your needs are met, and for fairness, inclusivity and compliance with equality law. You do not have to provide it.

2. How we collect your information

We collect personal data from:

- Interactions with Community Threads, including when you attend an event
- Phone contact, emails and letters
- Our website, portals and digital tools

- Third parties such as contracted partners
- Automated tools (e.g., sentiment analysis, web analytics)

We will always explain what information is required and why.

3. How we use your personal data

We use your information to:

- Promote events and update you on our latest products and services
- Inform you about policy updates and reports
- Request feedback and input for consultation and research projects
- Monitor equality, diversity and inclusion
- Analyse customer needs, shape services and collect feedback

We use the following Artificial Intelligence (AI), analytics and automated tools:

- Algorithmic tools to evaluate customer feedback
- Automated decision-support systems used internally to allocate resources

We do not make fully automated decisions that produce legal or significant effects without human involvement.

Where AI or automated analysis is used, it is governed by our AI and Machine Learning Policy.

You have the right to:

- Request human review
- Ask for an explanation of how automated tools affected your case
- Object to automated processing where legally permitted

4. Legal bases for processing

We rely on one or more of the following:

Contract

To manage your contract with Community Threads.

Legal obligation

Where processing is required by housing, safeguarding, tax, regulatory or other legislation.

Legitimate interests

Including:

- Communicating with you
- Process emergency contact details
- Quality monitoring and staff training
- Customer surveys through approved partners

We always balance legitimate interests against your rights.

Consent

Where required, such as:

- Requests for third parties to act on your behalf
- Use of certain special category data
- Optional surveys or marketing communications.

You can withdraw consent at any time.

Vital interests

Protecting life or preventing serious harm.

Public interest / substantial public interest

Including safeguarding, preventing fraud, and equality monitoring.

Recognised legitimate interests

We may rely on this basis for:

- Cybersecurity and system integrity – protecting our digital systems and preventing cyber threats
- Crime prevention and detection
- Safeguarding vulnerable individuals – where information is required to protect someone at risk
- Disclosures to public bodies – where a public body (e.g., local authority, police, fire service) confirms it needs information to carry out its statutory public task
- Responding to emergencies – such as fires, floods, structural hazards or risks to human welfare

5. Who we share your personal data with

We may share information with:

To deliver services

- Contracted partners
- Independent research companies

Where disclosure is required

- Police and law enforcement
- Fire services, health agencies and safeguarding authorities

6. International transfers

Where data is processed outside the UK or EEA, we ensure:

- A UK-approved adequacy decision is in place, or
- UK-approved International Data Transfer Agreements or Standard Contractual Clauses (Article 46 UK GDPR) are used

7. How long we keep your data

We only keep your information for as long as necessary to:

- Deliver services
- Meet legal and regulatory requirements

All information is securely disposed of when no longer required and some data may be anonymised for statistical purposes.

8. Protecting your personal data

We use organisational, technical and physical measures to safeguard data. These include:

- Identity checks
- Access controls
- Encryption and secure systems
- Incident and breach response procedures

No communication method is completely secure, but we take reasonable measures to reduce risk.

9. Cookies and website analytics

Our website uses cookies to:

- Improve performance and user experience
- Personalise content
- Deliver relevant advertising
- Understand user behaviour

Google Analytics and Google Signals may be used with your consent. No identifiable Google account data is shared with us.

You can change your cookie preferences at any time.

10. Your rights

You can ask us to:

- Provide a copy of the personal data we hold (Subject Access Request)
- Explain how your data is used
- Correct or update inaccurate information
- Delete your information (where applicable)
- Restrict or object to processing
- Transfer data to another organisation (where applicable)
- Withdraw consent
- Challenge automated decision-making or request human intervention
- Request explanation of algorithmic tools
- Raise a complaint if you believe we have not met data protection standards, including fairness, transparency or data access rights

Data protection requests or queries can be made via the contact details below.

11. Contact us

Data Protection Team
The Regenda Group
The Foundry, 42 Henry Street, Liverpool, L1 5AY
Tel: 0151 703 3000
Email: dataprotection@regenda.org.uk

12. Information Commission

You can contact the Information Commission at:

Address: Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF
Telephone number: 0303 123 1113
Website: ico.org.uk

This privacy notice was last updated 7 September 2026
Version 1.0