

Privacy policy

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The Odette Case is a campaign initiative supported by Uplift. Uplift is not a legal entity as such but is hosted by the Social Change Nest (SCN), registered and regulated by the UK Companies House as a Community Interest Company. SCN will not be a processor or controller of the data that Uplift or its projects processes or collects.

Uplift is working in partnership with Greenpeace Philippines, the Philippine Movement for Climate Justice (PMCJ) and the Legal Rights and Natural Resources Center (LRC) to deliver this campaign. For the purposes of the Odette Case campaign, Uplift is the data controller.

Uplift's mission is to support and energise the movement for a just and fossil fuel-free UK. We strategically resource, connect, and elevate ideas and voices to set in motion a just transition away from fossil fuel production that is commensurate with the scale of the climate crisis. We put equity and justice at the heart of everything we do.

Uplift is committed to protecting the personal information and privacy of everyone we work with, including our team (including employees, consultants, associates, and interns), funders and website visitors. We believe you have the right to privacy on the web. Under the General Data Protection Regulation ((EU) 2016/679) and the Data Protection Act 2018 (UK) (together referred to as the "GDPR"), you have a right to be informed about the collection and use of your personal data. This policy sets out how we will treat your personal information and how it is kept secure in accordance with the GDPR.

This policy must be read in conjunction with our Data Protection Policy and our IT security policy. If you have any questions or concerns, please contact us on info@upliftuk.org.

What information do we collect?

We may collect, store, and use the following kinds of data:

- Information about your computer and about your visits to and use of this website including your IP address, geographical location, browser type, referral source, length of visit and number of page views.

- Information relating to any transactions carried out between you and us on or in relation to this website, including information relating to any booking or payment you make to us.
- Information that you provide to us for the purpose of registering your interest in one or several of our services e.g., your email address, telephone number, address, purpose of the call and other personal information.
- Information that you provide to us for the purpose of subscribing to our website services, email notifications and/or newsletters; and
- Any other information that you choose to send to us.

How do we collect and store information?

Cookies

Uplift hosts websites that use “cookies” to help personalise your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. Some cookies are essential for a webpage to run; others are optional. You can accept or decline cookies. Following the implementation of GDPR, on first visiting a website, you'll be asked for permission to use cookies. You can give your consent for all cookies, only necessary cookies, or visit the preferences centre to personally choose which cookies you will allow. Please note that third party affiliates may also use cookies, over which we have no control.

MailChimp

We use MailChimp as our marketing automation platform. It helps us to keep the information organised and to design and send you our various newsletters. By signing up to our newsletters through any of the specific forms, you acknowledge that the information you provide will be transferred to MailChimp for processing in accordance with their Privacy Policy and Terms: <https://www.intuit.com/privacy/statement/>.

We will use the information you provide on the forms to sign petitions, add your name in support of the case, or other online actions throughout the campaign, to be in touch with you and to provide updates and marketing.

As reiterated later in this document, you can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us, or by contacting us.

NEW/MODE

New/Mode is an advocacy and civic engagement platform that helps us activate grassroots support and reach decision-makers. We have integrated New/Mode with MailChimp. If you have shown interest in any of our campaigns; by downloading our resources, signing up to attend an in-person event, or simply by calling or emailing us asking for more information, we may keep data about your contact information, your name, your organisation as well as notes about your specific interests.

We do this under the lawful basis of legitimate interest, taking on extra responsibility for considering and protecting your rights and interests, as stated by the General Data Protection Regulation.

New/Mode's privacy policy is available on: <https://www.newmode.net/privacy-policy>

Social media

When you access The Odette Case or Uplift's social media:

Depending on your settings or the privacy policies for social media such as Facebook, X, Instagram, TikTok or LinkedIn and associated messaging services, you may have given these services permission to share your details with us.

For example, if you register your interest in joining UPLIFT or one of its campaigns such as The Odette Case through Facebook, Facebook may share information such as your name and email address with us, but only where you have specifically consented. These other organisations may also receive and use personal data about your visit to our sites or social media. If you browse our site or social media, personal data they collect may be connected to your account on their site, e.g., "X re-tweets" or "Facebook recommends".

You may also see our advertising online and on some social media sites if you have supported us before, or if your use of these channels suggests that you would find our campaigns relevant.

We use cookies to ensure that any investments we make in online advertising are as cost-effective as possible, by tracking how well individual adverts perform. These cookies are issued by third party service providers that we have assessed as secure.

For more information on how these organisations use personal data and to change your privacy settings on these services, please read their privacy policies, which will tell you how to do this.

<https://www.facebook.com/policy.php>

<https://x.com/en/privacy>

<https://help.instagram.com/519522125107875>

<https://www.tiktok.com/legal/page/us/privacy-policy/en>

<https://www.linkedin.com/legal/privacy-policy>

Pixel tags

- A pixel tag is an invisible tag placed on certain pages of a website, which enables cookies to be downloaded to your browser. Pixel tags register when a particular computer and/or mobile device visits a particular page, allowing a particular user to be identified across various sites, and for targeted adverts to be served to that user across the various websites they visit.
- Controlling pixel tags: Pixel tags are not stored on your computer or mobile device. If you disable cookies, the pixel tag will only detect an anonymous website visit.
- Facebook pixel code: Facebook pixel code is a tracking pixel which matches users anonymously with their Facebook ID, enabling re-marketing, analysis, and reporting of our advertising campaigns. For details on these cookies, please view the Facebook Cookie Policy provided at: <https://www.facebook.com/policies/cookies/>

Hashed lists, social media and web advertising

- We may share your personal data for the purpose of targeted marketing for our campaigning activities through Facebook advertising so that they can determine whether you are a registered account holder with them. Our adverts may then appear when you access Facebook. We may also share your personal data as part of an exclusion list for our ad campaigns, which helps us target new people for The Odette Case, rather than targeting people who have already engaged with us.
- When sharing information with Facebook we will upload “hashed” personal information to Facebook Ads Manager. Facebook then matches the hashed personal data with Facebook profiles in their database, which will create a Lookalike audience. The process of “hashing” is commonly used in digital advertising to convert directly identifiable personal data to pseudonymous personal data for the purposes of security and privacy during data transfer. The hashed data that we share with social media platforms is deleted after between 15 mins and a few hours (subject to database size) and not used for any other purpose.

- We may also use social media platform advertising tools to build audiences matching particular characteristics to serve our advertising campaigns. For example, we might target people who have shown an interest in renewable energy or the environment. This targeting is based on pages and/or posts people have previously engaged with on the platform. These tools allow us to inspire new people to engage with our work, and help us spread awareness about the issues our campaign focuses on.
- If you wish to prevent this use of your data then you can adjust your settings via the social media site (<https://www.facebook.com/help/568137493302217>)
- The data we send could include your name, email address, telephone number and postal address.
- Please note that we may share your personal data in a similar way with other social media platforms without further notification provided we assess any new online platform as having similar functioning to Facebook as well as having the required privacy standards and protocols in place to handle this data. Where the functioning of the new social media platforms or the privacy standards and protocols in place are not sufficiently similar we will notify you of any changes to our privacy policy in this respect.

Events

- Should you be attending an event (in person or online) which is hosted by The Odette Case, or where The Odette Case is acting as co-host and has the responsibility of processing event participant data, data collected upon registration will be processed on one or more of the following platforms in order for us to administer the event effectively and send you communications relating to the event/s for which you have registered: MailChimp, Zoom, Eventbrite, Webflow.
- We will retain data collected upon registration for a minimum period of two years but this will only be used in relation to event administration for the event/s you registered for.
- We will not contact you for future marketing purposes, unless you have consented to receive such information by signing up to our newsletters and updates.

How will we use your personal data?

Personal data submitted on our website will be used for the purposes specified in this privacy policy or in relevant parts of the website.

We may use your personal information to:

- send you general (non-marketing) communications.
- send you email notifications which you have specifically requested.
- send you communications relating to The Odette Case, which we think may be of interest to you.

- provide third parties with statistical information about our users – but this information will not be used to identify any individual user.
- deal with enquiries and complaints made by or about you relating to the website.
- answer your questions about The Odette Case.

Where you submit personal information for publication on our sites, (for example, your first name on a list of recent petition signees, or a message of support to the claimants) we will publish and otherwise use that information in accordance with the license you grant to us.

We will not sell or rent your personal data with third party organisations.

We may share your personal data with third party organisations for specific purposes e.g., delivering to you a service in collaboration with other agencies or foundations, only after collecting your consent.

Your rights

Where Uplift is using your personal information on the basis of your consent, you have the right to withdraw that consent at any time. You also have the right to ask Uplift to stop using your personal information for direct marketing purposes. Simply contact us on info@upliftuk.org. The law also gives you a number of other rights in relation to your personal data:

Right to be Informed: You have the right to be told how your personal information will be used. This policy document, and shorter summary statements used on our communications, are intended to be a clear and transparent description of how your data may be used.

Right of Access: You can write to us asking what information we hold on you and to request a copy of that information. Please use our contact details at the top of this policy. We have 30 days to comply once we are satisfied you have rights to see the requested records and we have successfully confirmed your identity.

Right of erasure: You have the right to be forgotten (i.e. to have your personally identifiable data deleted). In many cases we would recommend that we suppress you from future communications, rather than data deletion, as this is a more failsafe way of ensuring you do not receive future communications from us.

Right of rectification: If you believe our records are inaccurate you have the right to ask for those records concerning you to be updated.

Right to restrict processing: In certain situations you have the right to ask for processing of your personal data to be restricted because there is some disagreement about its accuracy or legitimate usage.

Right to data portability: Where we are processing your personal data under your consent the law allows you to request data portability from one service provider to another. This right is largely seen as a way for people to transfer their personal data from one service provider to a competitor and is unlikely to be relevant to your relationship with Uplift.

Right to object: You have an absolute right to stop the processing of your personal data for direct marketing purposes.

Right to object to automated decisions: In a situation where a data controller is using your personal data in a computerised model or algorithm to make decisions 'that have a legal effect on you', you have the right to object. This right is more applicable to mortgage or finance situations. Uplift does not undertake complex computerised decision-making that produces legal effects.

Other disclosures

In addition to the disclosures reasonably necessary for the purposes identified elsewhere in this privacy policy, we will disclose information about you only when required to do so by law.

Security of your personal data

- We take appropriate measures to ensure that any personal data is kept secure, including security measures to prevent personal data from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal data to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.
- We also depend on you to protect your information. Where required, please set up a strong password and keep it confidential. If you become aware of any breach of security, please notify us immediately.
- Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to the website; any transmission is at your own risk.

Policy amendments

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes. We may also notify you of changes to our privacy policy by email.

Change log

No changes.

Previous versions

No previous versions.

Your rights

On receipt of proof of identity and a written request you may have a copy of any information that we hold about you. Please e-mail info@upliftuk.org. For further information on rights and the circumstances in which they apply, see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation here: <https://ico.org.uk/for-the-public/>.

Third party websites

The various websites we host may contain links to other websites. If you follow a link to any of these websites, please note that these websites have their own privacy policies and terms of use and that we do not accept any responsibility or liability for these policies and terms of use. Please check these policies before you submit any personal data to these websites.

Unsubscribing

You may unsubscribe from any of our mailing lists at any time by clicking the unsubscribe link in the footer of any marketing email we send through MailChimp.

Contact

If you have any questions about this privacy policy or our treatment of your personal data, please write to us by email info@upliftuk.org.