

Terry Freedman's Books Bulletin How we conduct prize draws

Updated 19 June 2019



Your privacy is important to us, so we respect your data. We do this by minimising the amount of data we collect, and then keeping it only as long as necessary.

The following is a description of the data we collect from you when you enter your name for a prize draw, and what we do with it.

Stage 1: collection

We use either a built-in form in Mailerlite, Google Forms, or a button that copies entrants' email addresses into a special group within Mailerlite. Through this we collect your name and email address, both of which are necessary for us to be able to notify you if you win.

These programs, in common with similar programs, also collect the IP address of the device from which you entered your details, and the date and time you did so. We don't do anything with that data.

Stage 2: Data processing

Once the closing date of the competition has been reached, we download the survey results to a computer, in the form of a spreadsheet. This is stored in a passworded and hidden folder.

We then select the names column, and copy and paste the names into the online random name picker here:

[Random name picker](#)

Stage 3: Notification

When a name has been selected, we notify the winner by email, and ask them to respond within 5 working days.

Stage 4: Data retention

In the unlikely event that the winner fails to respond, we run the draw again.

Once a winner has been selected, notified and has acknowledged being selected, we send their name and address to the publisher, and then delete all the data.

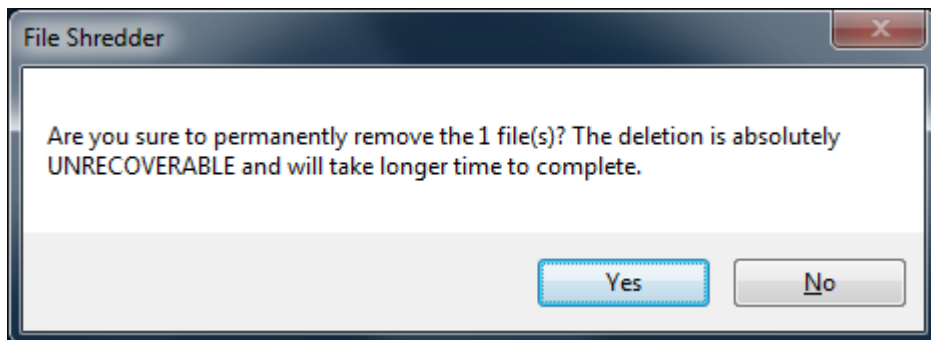
(It has not happened yet, but if subsequent winners failed to respond, we'd delete the data anyway and re-run the draw at a different time.)

From this description of the process you will have ascertained that we will have retained the data for no more than 30 days, and in most cases only 10 days or fewer.

Stage 5: Data deletion

We delete the data in two stages. First, we clear all the submissions received in Mailerlite or Google Forms. In Mailerlite, this means removing subscribers' details from a group called 'Prize Draw'. We don't actually delete the details because that would mean, in effect, unsubscribing people from the newsletter. If Google Forms has been used, we delete all the data, leaving a blank form.

Secondly, we place the downloaded spreadsheet into a special folder, and then use a file shredder to delete it. As you know, simply deleting a file doesn't get rid of it, but only removes it from the index. Using a file shredder is much more secure. Indeed, we are presented with the following message when we do so:



For more information about our Privacy policy, please go to <https://www.ictineducation.org/privacy/>. Please note that the policy is continually reviewed, and updated as necessary.