

Fundraising and Marketing Privacy Notice

Ormiston Families is committed to protecting your personal data and respecting your wishes and we want you to be confident that we are. We aim to be clear about when we collect your personal data and not do anything you would not reasonably expect us to do with it. This privacy notice will help you understand what personal data we collect, how we use it and how we store it. It applies to our website, fundraising and marketing activities and the ways in which we interact with our supporters. A separate Ormiston Families privacy notice addresses how we handle personal data within our services.

We have reviewed our systems to make it easier for you to choose which communications you receive from us and how you receive them. If you no longer wish to hear from Ormiston Families by email or post please contact the fundraising team using the details in the “contact us” section below.

If you would like to know more about how we collect and use your personal data, please click on the headings below for further information. If you have any further questions, please contact us using the details in the “contact us” section below.

Any personal data collected will be used and held in accordance with the European Union General Data Protection Regulation (Regulation (EU) 2016/679) (‘GDPR’) and the Data Protection Act 2018

Where does Ormiston Families collect my personal information from?

When you provide your personal information directly to us

If you sign up to one of our events, make a donation, or communicate directly with our teams for another reason, whether online, on paper, in person, or over the phone, you will be sharing your personal information with us.

When you provide your personal information through a third-party organisation

Ormiston Families works with other organisations such as JustGiving, Virgin Money Giving, Eventbrite and fundraising event partners (such as Ride London). We work with these organisations to make sure that we can provide the best services and opportunities to those we work with, our supporters, staff and volunteers. If you provide your personal information to these third parties and indicate that you wish to support Ormiston Families or wish to hear from us such as by supporting an event, signing up to hear from us, or making a donation, the organisation you have contacted may share your details with us (including personal information). For information about the type of information receive through these third parties, see the section below “What type of information do you collect”. To learn how these organisations use your personal information, please read their Privacy Policy.

Publicly available personal information

In some circumstances, we may combine information you provide us with personal information available from external sources such as on your employer’s website, in newspaper and magazine articles in the press, or in public records such as Companies House. This might be in order to provide you with a better experience at Ormiston Families events or to ensure that we are contacting you with information that we feel is relevant to you, or in order that we can provide you with a better and more personal experience in your interactions with Ormiston Families. It also enables us to gain a better understanding of our supporters to improve our fundraising products and services.

If you leave us a legacy and information is required for administration purposes in relation to that legacy, we may refer

to publicly available sources in order to obtain the information required for these purposes.

Occasionally we obtain publicly available information such as contact information or we research information to help us perform due diligence checks to ensure we are not being abused by fraudsters or criminals posing as genuine donors or to ensure that there are no conflicts of interest from potential supporters or organisations prior to our engagement. This might be if, for example, we noticed unusual donation activity. We do these checks to help protect Ormiston Families from abuse. For further information around this please see the marketing section below.

Social media

We may refer to personal information available on and through your LinkedIn, Twitter and Facebook profile in order to provide you with a better and more personal interaction with Ormiston Families. Your personal settings within these sites and their privacy policies will determine what information you have given us, and others, permission to access. Please check your settings and the privacy policies of those sites if you're not sure what permissions you've given.

When you use our website

So that we can make our website as good as possible, and provide the best possible experience for those who use it, we collect cookies when you use our website. This can include the pages you visit and areas that are of most interest. Cookies can also be used to make using the website faster, such as by automatically filling your name and address. Further information about cookies is set out below.

We take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of our website users throughout their visiting experience. This website complies with all UK legislation and requirements for user privacy. The policy will be reviewed and updated in line with any subsequent legislation.

What type of information do you collect and what do you do with it?

The type information (including personal information) that we collect and use and what we do with it will depend upon your relationship with us.

If you are kind enough to support us, such as by making a donation, registering to hold an event or do some fundraising, signing up for an event, the data that we need to collect will vary, but may include:

- Your name
- Your contact details, including email, telephone number and postal address
- Your date of birth
- Your bank or credit/debit card details and
- (**only** if we need it, such as if you are taking part in a sporting event), health information.
- Why you've decided to support us or make a donation
- Details needed for us to provide you materials such as t-shirt size
- The name and address of your employer, particularly if we are running an event in conjunction with your employer, or your employer is a corporate partner of Ormiston Families
- If an event is being provided by a third party, the name and contact details of that third party supplier
- Details needed to improve your event experience such as dietary requirements or accessibility needs
- Invoicing information
- A declaration from you to enable us to re-claim Gift Aid on your donations

Do you ever collect sensitive personal information?

We will rarely collect information classified as “special categories of personal data” or “sensitive personal data”, such as information about your race, religious beliefs, political opinions and health information. We will only do so if there is a clear reason for doing so, such as if you are attending an event and we need your health information to ensure your safety, or to enable you to participate in an event.

If you provide us with your bank or credit card details to process a payment over the telephone or via a postal mailing, we will always ensure that your information is handled securely. We do not store your credit or debit card details at all following the completion of your transaction. All card details are securely destroyed once the payment or donation has been processed. Only staff authorised and trained to process payments will be able to see your card details.

If you make a payment through our website, the payment will be processed through a secure third party and we will not have access to any of your card details. Your card will be processed in accordance with the policies of the processor providing that service that you will be notified of at the time of making payment and we would refer you to their terms and conditions for further information.

How does Ormiston Families use the personal data it collects?

Ormiston Families uses your personal data in different ways, depending on the nature of our relationship with you. If you make a donation, register to hold an event or sign up for an event or do some fundraising, we need to collect this data for numerous reasons, in order to

- provide you with the services, products or information you asked for;
- administer your donation or support your fundraising;
- process gift aid;
- keep a record of your relationship with us;
- Make sure we know how you prefer to be contacted;
- Understand how we can improve our services, products or information.

We may also use your data for the following:

- **Direct Marketing**

We will use the details you provide to us to communicate with you about the work we are doing with children and families across the east of England, how your support is helping and other ways you can help in the future, such as through volunteering, events or fundraising. We may also send you appeals asking for a donation to support our work.

We will never send you electronic marketing communications, such as fundraising emails, or contact you by telephone unless we have your express consent that you wish to hear from us in this way. If you do subscribe to Ormiston Families emails or the e-newsletter, we will understand that you are granting us the right to use that email address for email marketing.

If you don't currently hear from us by email and would like to do so, or if you would like to update your preferences, please contact the Fundraising team using the details in the “Contact us” section below. You can also unsubscribe from Ormiston Families emails by clicking the ‘unsubscribe’ link at the bottom of any of our emails.

We may contact you by post if we believe we have a legitimate interest in doing so and that contacting you in this way will not have unduly adverse consequences for you. This might be if, for example, you have a history of making donations and have not indicated that you no longer wish to receive these appeals by post. If you hear from us via the post and no longer wish to do so, please contact us using the details in the “Contact us” section below.

We are committed to communicating with you in the way you wish us to and we will always respect your privacy. You

can change your mind at any time and it is quick and easy to let us know that you no longer want to hear from us by using the contact details in the contact us section below or by posting us an updated consent form that you may receive in the post. You can be assured that our staff will deal with any request quickly, sensitively, courteously and professionally.

- **Sharing your Story**

To show our funders, partners and supporters the great work that Ormiston Families does, we may share anonymised information about the ways in which a successful fundraiser has been able to help Ormiston Families support young people and their families and the work we have been doing. We will not share any information which makes you identifiable unless you have given us express consent to do so, or, if someone is under 18, without the consent of their parent or guardian.

When might you give my personal information to another party?

We will never share your information with a third party who intends to use it for their own marketing purposes and there are very limited instances where we will share your personal data with a third party. This could include:

- If a third party provides a service to us, such as running an event. This would include trusted partners that work with us in connection with our charitable purposes.
- To assist with the administration of fundraising. For example, if you have indicated that your employer may be willing to match fund any donations you make to Ormiston Families, we may need to contact your employer.
- For the administration of events. For example, an event venue may require the provision of the names of attendees in advance, for security purposes.
- Where there is a legal or regulatory requirement to disclose your personal information such as from HMRC or the courts, we have a genuine and real concern regarding a person's well-being, or where disclosure is necessary for taxation and criminal investigation purposes;
- where we have your written consent;
- In order to prevent fraud and crime, we may perform due diligence checks to ensure we are not being abused, such as by fraudsters or criminals posing as genuine donors for example money laundering proceeds of crime and tax avoidance. We do these checks to help protect Ormiston Families from abuse.

How do you keep personal information about me safe?

Ormiston Families has a number of steps in place to keep your personal information as safe as possible. We train all of our staff in data protection and data security to increase awareness of its importance. We keep our data protection and data security policies and practices under constant review and review the personal data that we hold, where we hold it and what we do with it.

Ormiston Families requires the third parties it works with to comply with data protection laws and puts controls in place to ensure that your information is handled safely and appropriately.

Where is my personal data stored?

Wherever possible, we ensure that your personal data is kept in the UK. We minimise use of servers outside of the EEA and in some limited instances if we need to transfer your personal information to a third party for processing in countries that aren't listed as 'adequate' by the European Commission we'll only do so where we have appropriate contracts or other appropriate safeguards in place.

By communicating electronically with us you acknowledge and agree that your data may be processed in this way.

How long will you keep personal information about me?

We will only keep information about you for the length of time it is necessary to do so to engage with you in the way that you have requested and in accordance with our legal requirements and tax and accounting rules. When your personal data is no longer needed, we will ensure that it is disposed of in a secure manner. If you would like us to delete any information we hold about you, please contact us using the details in the “Contact us” section below.

How do you protect vulnerable supporters?

Ormiston Families takes into account the needs of any potential donor who may be in a vulnerable circumstance or require extra care and support to make an informed decision. If in any doubt, if any member of Ormiston Families staff knows or has reasonable grounds for believing that an individual lacks capacity to make a decision to donate, a donation will not be taken.

What about children and young person’s information?

Ormiston Families are committed to protecting the privacy of the children and young people you provide us with information about, whether this be through our website or at fundraising events.

Ormiston Families requires the consent of a parent or guardian before anyone under 16 years of age participates in an event organised by us. Children aged under 13 must obtain the consent of a parent or guardian before providing any personal information.

What about if I use other web sites linked from Ormiston Families sites?

Ormiston Families does not have any control over how any third party websites handle and use your data. Therefore, if you follow any links to third party sites from Ormiston Families websites, you must check the Privacy Policy for that organisation in order to understand how your data could be used. This policy does not cover third party websites.

What are cookies?

Cookies are small text files which are used by websites to learn about your visit to the site and in some cases to tailor your experience on the website. We use cookies to improve your experience of using the Ormiston Families website. Find out more about cookies on www.allaboutcookies.org. You can turn cookies off on your computer – please check your computer settings for further information. Turning cookies off could restrict your use of our website.

Some of these cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. The data collected is not shared with any 3rd party. The information we get through the use of these cookies is anonymous and we make no attempt to identify you or influence your experience of the site while you are visiting it. If you do not allow these cookies we will not be able to include your anonymous visit in our statistics.

We use cookies on our site that provide functionality, improve performance, help with behavioural advertising and embedded content. We will use a cookie that stores your font size preferences, which allows us to make the size standard throughout the site and we will use a cookie to remember your acceptance of the cookie banner statement.

Contact with corporate subscribers

‘Corporate Subscribers’ are people who Ormiston Families might contact in a professional context, using their work contact details, including phone, email and post.

These contact details may be obtained from public domain sources (company websites etc.), from our own business records or from other companies and business contacts.

Ormiston Families may contact Corporate Subscribers under the legal basis of Legitimate Interest and as permitted under the Privacy and Electronics Communications Directive 2003 regulations (PECR).

We may contact corporate subscribers by email or telephone provided that the subscriber has not previously opted out and is not registered with the Telephone Preference Service (TPS) or its corporate equivalent (CTPS).

Direct Mail is not covered by PECR. We may contact subscribers by mail if they have not previously opted out of receiving such communications.

You have a right to object to the processing of your data for direct marketing.

We will provide opt-out notices on our communications to you, or you can advise our team at privacyofficer@ormistonfamilies.org.uk.

Ormiston Families understands that PECR (2003) legislation will be replaced by the EU e-Privacy Regulation (ePR) in due course and reserves the right to review this privacy notice accordingly.

What rights do I have in relation to the personal information you hold about me?

The right to see what personal information we hold about you.

If you would like to know if we are processing any of your personal information or to see the personal information that we hold about you, you can make a request by sending a description of the personal information you wish to see to: privacyofficer@ormistonfamilies.org.uk or by writing to the privacy officer at Ormiston Families, Unit 7, the Drift, Nacton Road, Ipswich IP3 9QR. We may ask you for 2 pieces of identification, so that we can verify your identity.

We will respond within one month but could take longer (a further two months) if it's a complex request or we get a lot of requests at once – but we will always let you know if there is going to be a delay. There is no charge to send you this information.

In order to make sure that we only send information to the right person, we cannot provide this information or accept requests via email.

- You may have the right to request any of the following in relation to the personal information we hold:
 - To request that we amend personal information that we hold incorrectly;
 - Deletion of the personal information we hold. We will consider any request on a case by case basis;
 - for restrictions to be imposed upon how we process your personal information;

You may also have the right to object to the way in which we process your personal information;

If you wish to exercise any of these rights or have any questions in relation to any of the above, please contact us using the details in the "Contact us" section below.

Please note that it may take one month for your request to be implemented from the date of the request. Further information in relation to how you can access and change the information any organisation holds about you, see guidance provided by the Information Commissioner [here](#).

Internally

If you would like to complain to Ormiston Families about our handling of your personal data, please contact our privacy officer at: privacyofficer@ormistonfamilies.org.uk, or by post at Ormiston Families, Unit 17, The Drift, Nacton Road, Ipswich IP3 9QR

To a supervisory authority

If you wish to lodge a complaint or seek advice from a supervisory authority please contact:

The Office of the Information Commissioner

Wycliffe House

Water Lane

Wilmslow

Cheshire SK9 5AF

Tel: 0303 123 1113

Website: www.ico.org.uk

Will this policy change?

To make sure that this policy and our practices stay legally compliant and up-to-date, we may make changes from time to time. If we make any substantial changes, we will make this clear on our website, or by contacting you directly, if appropriate. To be sure that you don't miss anything, please check back to this page from time to time.

Contact us

If you have any questions, comments, requests or suggestions or would like to see what personal information we hold about you, please contact the privacy officer at privacyofficer@ormistonfamilies.org.uk, by post at Ormiston Families, Unit 17, The Drift, Nacton Road, Ipswich IP3 9QR or by telephone at 01473 724517.

If you would like to change your contact preferences, please get in touch with us at fundraising@ormistonfamilies.org.uk or call 01473 705038.

Description of terms

We have included a description of how the terms we use are generally interpreted:

- **Ormiston Families** means Ormiston Families, the Charity, Registered with the Charity Commission, Charity number 1015716.
- **Cookies** are small text files which are used by websites to learn about your visit to the site and in some cases to tailor your experience on the website created by a website and stored in the user's connected device
- **Direct Marketing** means advertising or marketing communication (which could be to sell a product or promoting an organisation) that is directed to particular individuals or companies.
- **Personal information** means information that identifies you as an individual, or is capable of doing so.
- **Sensitive Personal Data or Special Category Data** means data relating to racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.