**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 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.

Ormiston Families is a registered charity working on the East of England to take early and preventative action to create safe, healthy, and resilient families. This notice covers our fundraising and marketing function. For the purposes of the data processing described within this notice, Ormiston Families act as the controller unless otherwise stated.

Any personal data collected will be used and held in accordance with the United Kingdom General Data Protection.

**How We Collect Your Information**

**We collect personal data when you:**

* Make a donation
* Sign up for or participate in events
* Subscribe to receive updates or marketing communications
* Contact our fundraising team directly
* Interact with us via third-party fundraising platforms
* Use our website (e.g., cookies or contact forms)

**We may also receive personal information about you from:**

* JustGiving, Eventbrite, Enthuse, Unity, or corporate fundraising partners
* Public sources such as Companies House, press articles, or your employer’s website
* Social media platforms, based on your privacy settings
* Referrals or match-funding inquiries from employers

| **What personal data we collect** | **Why we collect it** | **Lawful basis** | **Retention** |
| --- | --- | --- | --- |
| Name, contact details, date of birth, donation history | To process donations, send updates, manage preferences | Legitimate interest / Consent | 7 years |
| Payment information (card details, bank info) | To process one-time or recurring donations | Performance of a Contract | Not stored post-transaction |
| Event participation data (e.g., t-shirt size, dietary needs, accessibility info) | To manage your participation | Legitimate interest | Up to 7 years |
| Marketing preferences | To tailor communication methods and content | Consent | Until withdrawn |
| Public or social media data | To understand and engage with supporters more effectively | Legitimate interest | As long as relevant |
| Gift Aid declarations | To reclaim tax on donations | Legal obligation | 7 years |

**Sharing Your Information**

We do not sell or share your personal information for third-party marketing. We may share your data with:

| **Who we share data with** | **Why we share it** | **Lawful basis** |
| --- | --- | --- |
| Event partners or venues | To manage your attendance or ensure safety | Legitimate Interest  |
| Employers (e.g., for match funding) | To process corporate support | Legitimate Interest |
| HMRC or regulators | To meet legal obligations (e.g., Gift Aid) | Legal obligation |
| Subcontractors like IT or CRM providers | To help us manage supporter data securely | Legitimate interest |
| Fraud prevention bodies | To carry out due diligence | Legal obligation / Legitimate interest |

**International Transfers**

Wherever possible, we ensure that your personal data is kept in the UK. We minimise the 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.

For example, in some instances we will store some of your personal data within the US, where this is the case the organisations that store this personal data are signed up to the EU-US data privacy framework as well as the UK data bride, giving them an adequacy decision to allow easier sharing of data.

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

**Your Data Rights**

**You have the right to:**

* Access the personal data we hold about you
* Rectify inaccurate or incomplete data
* Request erasure of your data
* Restrict how we process your data
* Object to processing
* Withdraw consent at any time (where applicable)

**Retention**

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. Typically, this is done 7 years after last contact with you or where processing is based on consent, when that consent is withdrawn.

**Right to Complain 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, 333 Felixstowe Road, Ipswich, IP3 9BU.

**Right to 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](http://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 queries about this privacy notice, please contact our data protection lead at**

**privacyofficer@ormistonfamiies.org.uk**

If you would like to change your contact preferences, please get in touch with us at incomegeneration@ormistonfamilies.org.uk