

# United Purpose

## Privacy Policy



### Introduction

United Purpose is committed to protecting your personal information and being transparent about what information we hold, whether you are a donor, volunteer or campaigner.

The purpose of this policy is to give you a clear explanation about how United Purpose and all of its subsidiaries collect and uses the personal information you provide to us and that we collect, whether online, via phone, email, in letters or in any other correspondence or from third parties.

We ensure that we use your information in accordance with all applicable laws concerning the protection of personal information. This policy explains:

- Information that we may collect about you;
- How we will use that information;
- Bank details, debit and credit card information;
- Legal basis and legitimate interest;
- Your choice;
- Fundraising;
- Whether we share your details to anyone else;
- How long will we keep your personal information;
- How we update, correct, or delete your personal information;
- Under 16s;
- What are your rights;
- Inappropriate website content.

### Information United Purpose collects

United Purpose collects information in the following ways:

- **Information you give us.** For example, when you engage with our social media or message boards, make a donation to us, register for an event or otherwise provide us with personal information. When you register, we'll ask for personal information, like your name, email address and telephone number to store with your account.
- **Information we get from your use of our website and services.** We collect information about the services you use and how you use them, like when you visit our website or view and interact with our content.

- **Information from third parties.** We may also receive information about you from third parties. This can include information such as your name, postal address, email address, phone number, credit/debit card details and whether you are a tax payer so that we can claim Gift Aid. We, like all companies, are able to confirm what browser you are using, IP address and computer operating systems that are being used and this information may be used to improve the services we offer.

By submitting your details, you enable United Purpose (and where applicable any sub-contractors we may use) to raise funds and to provide you with the goods, services, information, activities or online content you select.

Data Protection law recognises that certain categories of personal information are more sensitive. This is known as 'sensitive personal data' and covers health information, race, religious beliefs and political opinions. We do not routinely collect 'sensitive personal data' about our supporters but will collect this information where there is a clear reason for doing so. Reasons include, but are not limited to, participation in a marathon or similar fundraising event where medical information is needed to ensure that we provide appropriate facilities or support to enable you to participate in the event or when you are applying to volunteer with us and we need to understand if there is anything we need to consider. Clear notices will be provided on applications for such events and volunteering so that it is clear what information we need and why we need it.

United Purpose may also use publicly available information to identify people who express an interest in giving major gifts to organisations similar to United Purpose, or who may be interested in a high profile public association with United Purpose. This information may include newspaper or other media coverage, open postings on social media sites such as LinkedIn, and data from Companies' House.

### **How United Purpose uses the information we collect**

United Purpose may use your personal information for a number of purposes including the following:

- in relation to correspondence you have with us (whether by letter, email, text, social media, message board or any other means)
- to process your donation
- for "service administration purposes" e.g. related to your tax status with regard to Gift Aid
- for internal record keeping
- to fulfil contracts you have entered into with United Purpose
- to contact you about any content you provide
- to invite you to participate in surveys or research about United Purpose or our work (participation is always voluntary)
- for marketing and fundraising purposes

- to provide you with information about our activities in our country programmes.

### **Bank details, debit and credit card information**

If you use your credit or debit card to donate to us, buy something or pay for a registration online or over the phone, we will ensure that this is done securely and in accordance with the Payment Card Industry Data Security Standard.

We do not store your credit or debit card details at all, following the completion of your transaction. All card details and validation codes 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.

When you give directly into our account we do not take your bank details from our financial system and we do not store them anywhere.

Where you have a standing order with us we retain a copy of the form you completed on paper which is in a secure filing cabinet locked within our office.

### **Legal basis and legitimate interest**

When we collect and use your personal information, we will make sure this is only done in accordance with at least one of the legal grounds available to us under Data Protection law.

One of these is where we have obtained your specific consent to use your information for a previously notified purpose, such as to send you email/text marketing or to provide you with a product, service or information at your request.

Another is where we have a legal obligation to use or disclose information about you – for instance, where we are ordered by a court or regulatory authority or we are legally required to hold donor transaction details for Gift Aid or accounting/tax purposes.

In certain instances, we may collect and use personal information where this is necessary in our legitimate interest as a charity, this includes being able to:

- Send direct marketing material to supporters by post or contacting them by telephone for fundraising purposes (subject to checking against the Telephone Preference Service and any existing marketing preferences);
- Conduct research to better understand who our supporters are and better target our fundraising activity;
- Monitor who we deal with to protect our charity against fraud, money laundering and other risks;
- Maintain and administer our donor database and systems.

In all cases, we balance our legitimate interests against your rights as an individual and make sure we only use personal information in a way or for a purpose that you would reasonably expect in accordance with this Policy and that does not intrude on your privacy or previously expressed marketing preferences.

It is always your choice as to whether you want to receive information about our work, how we raise funds and the ways you can get involved. If you do not want us to use your personal information in these ways please indicate your preferences on the form on which we collect your data.

Where we process sensitive personal data (as mentioned above), we will make sure that we only do so in accordance with one of the additional lawful grounds for processing such as where we have your explicit consent or you have made that information manifestly public. When we do this, we will tell you what sensitive personal data we are collecting and why.

### **Your choice**

It is your choice as to whether you want to receive information about our work, how we raise funds and the ways you can get involved. If you do not want us to use your personal information in these ways please let us know.

You may opt-out of our marketing communications at any time by clicking the 'unsubscribe' link in at the end of our marketing emails. You can also change any of your contact preferences at any time (including telling us that you don't want us to contact you for marketing purposes by telephone, email or by post) by contacting us on 02920 220066 or [supporter.care@united-purpose.org](mailto:supporter.care@united-purpose.org).

We will not use your personal information for marketing purposes if you have indicated that you do not wish to be contacted by us for such purposes. However, we will retain your details on a list to help ensure that we do not continue to contact you again.

### **Fundraising**

We carry out targeted fundraising activity to ensure that we are contacting you with the most appropriate communication, which is relevant and timely and will ultimately provide an improved experience for you. In doing so, we may use profiling techniques to provide us with general information about you. Such information is compiled using publicly available data about you or information that you have already provided to us.

This activity assists us in understanding the background of the people who support us and helps us to make appropriate requests to supporters who may have the means and the want to give more. You can opt out of your data being used for profiling and screening techniques by contacting us on 02920 220066 or [supporter.care@united-purpose.org](mailto:supporter.care@united-purpose.org).

## **Will United Purpose share your personal information?**

United Purpose will not, under any circumstances, share or sell your personal data with any third party for marketing purposes and you will not receive offers from other companies or organisations as a result of giving your details to us.

We may need to share your information with "data processors" such as our service providers, associated organisations and agents who help us to prepare and send the materials relating to our projects and fundraising activities. These "data processors" will only act under our instruction and we will not allow these organisations to use your data for their own purposes and will take care to ensure that they keep your data secure.

We will also comply with legal requests where disclosure is required or permitted by law (for example to government bodies for tax purposes (i.e. to claim gift aid) or law enforcement agencies for the prevention and detection of crime, subject to such bodies providing us with a relevant request in writing).

## **How long will United Purpose keep my personal information?**

We will hold your personal information on our systems for as long as is necessary for the relevant activity, for example we will keep a record of donations for at least seven years.

Legacy income is vital to the running of the charity. We may keep data you provide to us indefinitely, to carry out legacy administration and communicate effectively with the families of people leaving us legacies.

Where you contribute material to us, e.g. user generated content or in response to a particular campaign we will generally only keep your content for as long as is reasonably required for the purpose(s) for which it was submitted unless otherwise stated at the point of generation.

## **How does United Purpose update, correct, or delete your personal information?**

The accuracy of your information is really important to us. We want to ensure that we are able to communicate with you in ways that you are happy with, and to provide you with information that is of interest. If you wish to change how we communicate with you, update the information we hold, or have questions about this Privacy Policy then please contact us:

Email us at: [supporter.care@united-purpose.org](mailto:supporter.care@united-purpose.org)

Write to us at: United Purpose, 14 Cathedral Road, Cardiff, CF11 9LJ

Call us on: 02920 220066

Under the Data Protection Act you have the right to request a copy of the personal information we hold about you and to have any inaccuracies corrected.

### **Under 16s**

If you are under 16 and would like to get involved, please ensure that you have consent from a parent or guardian before giving us your personal information. We don't routinely collect information from those under 16 but may need to on some occasions (e.g. when taking part in an event).

### **Inappropriate website content**

If you post or send any content that we believe to be inappropriate, offensive or in breach of any laws, such as defamatory content on our forums or social media pages, we may use your personal information to inform relevant third parties such as your internet provider or law enforcement agencies.

### **What are your rights**

If at any point you believe the information we process on you is incorrect you can request to see this information and have it corrected or deleted. If you wish to raise a complaint on how we have handled your personal data, you can contact us to have the matter investigated.

If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can complain to the Information Commissioner's Office <https://ico.org.uk/>

### **Changes to United Purpose's Privacy Policy**

This Privacy Policy may be updated from time to time so you may wish to check it each time you submit personal information to United Purpose. The date of the most recent revisions will appear on this page.