



## PRIVACY POLICY

We are committed to protecting your personal information. We want our fundraising and your interactions with us to be safe and enjoyable. This Privacy Policy relates to our use of any personal information we collect from you via the donation facility on our website, social media pages, online fundraising pages and events. It also relates to our use of any personal information you provide to us by phone, SMS, email, in letters or in person.

Sailors Children's Society provides and is responsible for the Sailors Children's Society website. When you use our website and provide information to us, Sailors Children's Society is the data controller of your personal information. Sailors Children's Society is a charity registered in England and Wales (number 224505).

### WHAT INFORMATION DO WE COLLECT AND HOW?

-Information you provide to us (Example: Name, address, contact details). For example, via our donation envelopes at fundraising events, emails, letters, texts, telephone calls and social media messages.

### HOW DO WE USE YOUR INFORMATION?

We use the information we collect for the following purposes:

- To send you our Ashore and Afloat newsletter (unless you've told us you don't want to hear from us). We will never send you email marketing simply because you've donated to us.
- To send you our fundraising events and AGM invitation letters along with specific appeal leaflets.
- To contact you about any submission or content you provide. This includes where you have told us about your fundraising activity or story or have shared it on social media or you have set up an online fundraising page and agreed we may contact you.
- To personalise our communications with you and to reply to any questions, suggestions, issues or complaints you have contacted us about.
- To help us run and fulfil prize draws, competitions, auctions or events.
- To allow us to better understand our fundraiser base.
- To help us maintain administrative and statutory records so we can claim Gift Aid, pay our taxes and comply with our other legal and regulatory obligations.
- To tell you about any changes to our activities, websites or this privacy policy.
- To support you with your fundraising activities where applicable.

### WHO DO WE SHARE YOUR INFORMATION WITH?

We will never sell your personal information. We also never share your personal information with other parties for their own marketing purposes.

-Sailors Children's Society may contact you about any story or fundraising activity you have shared with us and to ask whether you would like it to be featured in the media.

Your personal information may be shared with other people who help us provide our events, website, donation platforms, marketing and related services to you. They include:

-event organisers and medics when you participate in an event, along with prize and auction donors where applicable.

-donation and payment services companies that make it easy for you to donate or make payments to the Society through your phone or other online device either by calling them or sending a text message or online payment and the service providers which they use to provide those services;

-The Police, local authorities, Her Majesty's Revenue and Customs (HMRC), the courts and any other government authority if they ask us to do so (but only if us doing so is lawful).

-We may also share the information we collect where we are legally obliged to do so, e.g. to comply with a court order.

-Social media; any social media posts or comments you send to us will be shared under the terms of the relevant social media platform (e.g. Facebook or Twitter) and could be made public. Other people control these platforms – we don't control them and we are not responsible for this sharing. So before you make any comments, you should check the social media platform's terms and privacy policies so you understand how they will use your information, what information they will place in the public domain, and how you can stop them from doing so if you're unhappy about it.

-Sailors Children's Society has IT maintenance support contracts with Realtec Computing Ltd, Witty Street, Hull HU3 4TT and Art of Cloud, Unit 9, Feast Field, Horsforth, Leeds, LS18 4TJ.

#### LEGAL BASIS FOR PROCESSING

The legal basis on which we collect and process the personal data described above depends on the personal information concerned and the specific context in which we collect it. However, we will only use your personal information where we:

-have your consent to do so,

-need the personal information to perform a contract with you.

-need to process your personal information for our legitimate interests and only where our legitimate interests are not overridden by your data protection interests or fundamental rights and freedoms.

-have a legal obligation to collect personal information from you, or need the personal information to protect your vital interests or those of another person.

If we ask you to provide personal information to comply with a legal requirement or to perform a contract with you, we will make this clear at the relevant time, and advise you whether the provision of your personal information is mandatory or not (as well as the possible consequences if you do not provide your personal information).

Similarly, if we collect and use your personal information in reliance on our legitimate interests (or those of any third party), we will make clear to you at the relevant time what those legitimate interests are and are set out in the 'HOW DO WE USE YOUR INFORMATION?' section above.

If you have questions about or need further information concerning the legal basis on which we collect and use your personal information, please contact us using the contact details provided under "CONTACT US" below.

#### SECURITY OF YOUR INFORMATION

We take the security of your information very seriously. We use appropriate procedures and technical security measures (including encryption and archiving techniques) to safeguard your information across our computer systems, networks and websites. In particular, where any payments or donations are being collected on our behalf, we require our payment providers to be compliant with the Payment Card Industry's Data Security standards (PCI-DSS).

#### HOW LONG DO WE KEEP YOUR INFORMATION?

To make sure we meet our legal data protection and privacy obligations, we only hold on to your personal information for as long as we need it for the purposes for which we collected it (see section 'How do we use your information' above). After that we will either delete it or anonymise it so that it cannot be linked back to you.

#### MANAGING OUR MARKETING COMMUNICATIONS

We enable you to stop all email and postal communications you receive from us if you no longer want to be contacted by us. Please contact us using the "CONTACT US" details shown below to enable this or to let us know exactly what you would like us to change.

#### MANAGING YOUR INFORMATION

We need to keep the information we gather about you accurate and up-to-date. Please let us know if you think any of the information we hold on you may be inaccurate.

You have the following rights in respect of the personal information we hold about you:

If you wish to access, correct, update or request deletion of your personal information, you can do so at any time by contacting us using the contact details provided under "CONTACT US" below and we will comply with your request where your rights have been exercised in accordance with applicable laws.

You can object to processing of your personal information, ask us to restrict processing of your personal information or request portability of your personal information. Again, you can exercise these rights by using the contact details provided under "CONTACT US" below and we will comply with your request where your rights have been exercised in accordance with applicable laws.

If you have any worries or complaints about the way we use your information, please don't hesitate to get in touch with us. We'll do our very best to set your mind at rest or put things right. And if, for whatever reason, you feel we're not meeting the exceptionally high standards we expect of ourselves, you're within your rights to tell the UK Information Commissioner's Office (ICO).

#### UPDATES TO THIS PRIVACY POLICY

We will need to update this policy from time to time. Whenever we make material changes, we'll endeavour to tell you in advance by sending a message to you if we hold your email address. Otherwise, please look on our website and other materials which indicate we have changed this policy. If you continue to share information with us or use our websites after we've changed our policy, we'll take it that you accept the changes.

#### CONTACT US

You're welcome to get in touch with us to discuss your information at any time. Our contact details are here: Email [info@sailorschildren.org.uk](mailto:info@sailorschildren.org.uk) Telephone 01482 342331.

Thank you very much for taking the time to read this policy.