



# Privacy Statement

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Your support helps us get people off the streets, keep people off the streets and create opportunities for people. At The Wallich, we take your privacy seriously and will only use your personal information to administer your account and provide the services you have requested from us.

The Wallich is responsible for the information that we collect. Therefore, it is our responsibility to ensure it is stored and processed safely and fairly. This policy outlines the data that we collect, how it is used and your rights over your data.

## What information do we collect?

We only collect the information that we need in order to effectively administer your account, improve our services and communicate with you in the way(s) you have chosen on an ongoing basis.

The data we collect falls into two categories:

- Personal information including name, address, phone number(s), email address, date of birth and a record of your donations and communications.
- Non-personal information such as web pages accessed and files downloaded. This helps us monitor and improve our service by understanding how many people visit our site and which stories are most interesting to people.

**Personal information** is collected in a variety of ways. When making a donation or signing up to an event or mailing list on our website, the information you provide is automatically recorded on our supporter database, along with your communications preferences and any other details that you have entered.

If you make a donation or communicate with us in any other way (email, telephone, face-to-face, JustGiving etc.) your information may also be entered manually onto the supporter database, where it is necessary to administer your account and / or to provide the services you have requested from us.

Details of ongoing communications and transactions are also recorded on the supporter database.

**Non-personal information** is collected through the use of cookies. For more information about cookies, please see our Cookies Policy.

## Contact details

[supportercare@thewallich.net](mailto:supportercare@thewallich.net) | 029 2066 8464



[thewallich.com](http://thewallich.com)



@TheWallich

Registered Charity No: 1004103



## How will it be used?

The information you provide will be used to:

- Process donations or other payments and to verify transactions.
- Communicate with you, in the way that you have specified, and maintain a record of all communications.
- Fulfil your requests such as sending you fundraising materials and information ahead of challenges or events, processing applications for volunteer positions and memberships or entries into lotteries.
- Let you know, on occasion, how your support is making a difference.
- Provide a personalised service to you, which may include tailoring communications and content for individual users, as well as targeting communications by age and area so that the information we are providing is most relevant to you.
- To carry out research and analysis into how effective our campaigns, activities and communications are, in order to improve our services. This helps us to ensure that we are spending money in the most appropriate and responsible way.
- In some instances, we may also carry out basic research using publicly available information to get a better understanding of our supporters. This helps us to make sure that we are contacting you with information that will be of interest to you - including invitations to events and service visits, proposals for upcoming projects and campaigns and updates around the impact of our work.

## Who will it be shared with?

We will never share your data with other organisations for their own use, unless it is legally required for us to do so.

We do, however, work with carefully selected partners who provide software and services to help us store and process your information safely and effectively. We only work with organisations that we trust, we always ensure that necessary due diligence checks are undertaken and appropriate contracts are in place to ensure that they: abide by General Data Protection Regulation (GDPR); only use your information for the purposes it was supplied; and treat your information as carefully as we would.

## Consent and legitimate interest

We will rely on your consent as the primary legal basis for us to contact you. To do this, we'll give you the opportunity to let us know how you want to be contacted by making sure that all official materials such as website donation forms, register interest in event forms, raffle tickets etc. will prominently feature a privacy statement and positive opt-in to consent by channel and area.

In some instances, you may contact us through a channel whereby you have not had the opportunity to indicate your future communications preferences (e.g. sending a donation in the post with an accompanying letter). In these circumstances, and providing you have freely provided us with your contact details and have not requested otherwise, we'll be relying on legitimate interest as a basis to contact you about our work and future opportunities to get involved.

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## How long will we hold your data?

We'll review our database on an annual basis and if it looks like you haven't engaged with our work for over two years, we'll send you a message to let you know that we intend to remove your contact details from our database. If we don't hear otherwise from you within 28 days of our email we will:

- Remove any contact details we store for you such as your address, telephone number and email address.
- Maintain a record of financial transactions, events you have participated in as well as previous communications between us.
- Ensure the retained account on our database is marked for no further contact.

## Your rights

Under General Data Protection Regulation (GDPR) you have a number of rights over how your data is used. This includes:

- The right to withdraw your consent, at any time, and to prevent your data being used for marketing. To change or update your communication preferences, visit <https://thewallich.com/contact-preferences/>
- or email our fundraising team at [supportercare@thewallich.net](mailto:supportercare@thewallich.net).
- The right to access a copy of the data we hold about you via a Subject Access Request.
- The right to have inaccurate personal data rectified, erased or destroyed.

Full details of your rights under the Data Protection Act can be found at the Information Commissioners Office website [www.ico.org.uk](http://www.ico.org.uk)

If you have any questions or concerns about how your information will be used, please contact our team at [supportercare@thewallich.net](mailto:supportercare@thewallich.net) or 029 2066 8464.

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