

## Privacy Policy

This is the Privacy Policy of ChildHope UK, Development House, 56-64 Leonard Street, London, EC2A 4LT (registered charity number 328434).

At ChildHope, we value your support and we are committed to protecting your privacy. Our Privacy Policy is set out below which describes how we will process your data in line with the General Data Protection Regulation (GDPR). Please ensure you read this carefully and if you have any questions or comments, please email [info@childhope.org.uk](mailto:info@childhope.org.uk) or call us on 0207 065 0950.

### Where we collect information about you from

We collect information in the following ways:

- When you give it to us DIRECTLY: You may give us your information to donate, sign up for one of our events, purchase our products or when you communicate with us.
- When you give it to us INDIRECTLY: Your information may be shared with us by payroll agencies and independent fundraising sites like JustGiving or Virgin Money Giving. These independent third parties will only share your information with us when you have indicated that you wish to support ChildHope and with your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

On our website, we use Google Analytics and cookies to collect non-identifying basic information. This includes the number of visitors, pages viewed, and other anonymous information. We use this information to improve your experience on our website. If you are not comfortable with cookies being used in this way, you can use your web browser's privacy features to disable them.

We collect information about how often users interact with ChildHope emails to see how many emails are opened and which links people click the most. This helps us to determine which of our emails are more interesting to our supporters. For this, we use aggregated or anonymous information that does not identify individuals.

### What personal data we collect

If you support us by donating, fundraising for us or signing up for an event, we will usually collect:

- Your full name
- Your contact details, including postal address, email address and telephone number
- Your bank or credit/debit card details (which are destroyed following your donation)
- Your gift aid status

We may also ask how you heard about us, why you decided to donate to us and what you like to hear about. This information is helpful to us, so we can improve our communications to our supporters.

We do not collect any special categories of personal data, as defined under the GDPR.

## How we use your personal information

We will use your data to:

- Process your donation or support your fundraising, including processing gift aid
- Provide you with updates and information on ChildHope's projects
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- To contact you where you have been identified in the public domain as a contact person for an organisation, such as a company or a trust (if we obtain your contact details in this way, we will only use them to contact you in your capacity as a representative of that organisation).

We use your **postal address** to provide a confirmation for your donation and to keep you informed on how your donation is helping ChildHope support vulnerable children worldwide, along with news, appeals and other ways to get involved.

ChildHope does very little postal direct marketing: we issue 4-6 mailings each year to let our known supporters know about the progress we are making and to ask for donations or support. In compliance with this Privacy Policy, all supporters when they donate or sign up are informed about how, and through what methods, they will be contacted and have the option to opt out. We always include information on how you can opt out when we send communications.

If you provide us with a **telephone number**, it will be used to contact you to say thank you, if we need to verify information or for other types of administration calls. ChildHope will not contact you by telephone for phone fundraising appeals.

If you consent to receive communications from us via **email**, you will receive updates a maximum of twice a month on ChildHope's work in the form of appeals and newsletters. You can unsubscribe from email communications by clicking the unsubscribe button in one of our emails at any time. Every five years we will get in touch to refresh your consent to receive emails from us and if we do not hear from you, we will no longer contact you.

## Legitimate interests

ChildHope does very little postal direct marketing and our individual donors have received direct marketing via post, without complaint or objection, for many years. As a small charity which greatly depends upon our donors to help fund the work we do, we feel it is in our legitimate interests to communicate with our supporters in this way. In providing the opportunity to opt out from ChildHope's communications at the point of donating and with every subsequent communication, we do not feel that our communications are intrusive or harm the rights and freedoms of individuals.

If you are a representative of a **trust, foundation or company**, and this information is in the public domain, we may contact you to enquire about funding opportunities. The principle legitimate interest we will rely on is your interest in funding activities which align with ChildHope's work in the fields of: children, education, poverty, overseas aid, social welfare, health or human rights and those

organisations with broad fundraising aims who fund charitable work in specific countries or areas. You have the same rights to keep control of your personal information which are listed below.

### How long will we contact you for?

We will send you communications for up to 5 years following your last donation date. If you choose to opt out before this date, we will cease sending communications to you with immediate effect.

If you are a regular giver and stop giving to us, we will get in touch with you when you stop giving to see if you would like to continue receiving updates from us. If we do not hear back from you, we will continue to send updates for up to 5 years following your last donation to us.

**If you don't want to hear from us**, that's fine. **You have a right to object to direct marketing** under article 21 of the General Data Protection Regulation. Just let us know when you provide your information or get in touch with us on [info@childhope.org.uk](mailto:info@childhope.org.uk) or 0207 065 0950.

### Where we store your personal data and keeping it safe

All personal data is stored and processed in a secure database at our registered office at Development House, 56-64 Leonard Street, London, EC2A 4LT, UK. ChildHope takes the protection of your personal data very seriously and we take appropriate steps to ensure your personal data is stored in a secure environment and access is limited to authorised members of staff.

### Data retention

Personal data is kept on our database for a minimum of 7 years for financial compliance reasons. Personal information which is no longer to be retained will be securely and effectively destroyed or permanently erased from our IT systems and we will also require third parties to destroy or erase such personal information where applicable. In some circumstances we may anonymise your personal information so that it no longer permits your identification. In this case, we may retain such information for a longer period.

### Your rights regarding your personal data

You have several rights under data protection law, which have been strengthened under the General Data Protection Regulation (GDPR):

- **Access:** You have the right to ask for a copy of the personal information that ChildHope holds about you and the purposes for which we are using it. We will ask for proof of your identity. On receipt of such a request, we will respond to you within one calendar month and aim to provide all required information within the same period. If we require more information from you, or if your request is complicated, we may require more time and will inform you accordingly.
- **Rectification:** You have the right to request that we amend any personal data that requires updating or is incorrect.

- *Erasure:* You have the right to request that we delete any personal information pertaining to you. We will assess any deletion request on a case-by-case basis and will endeavour to respond to you as soon as possible, at most within one calendar month.

If you would like to exercise any of these rights or are concerned about the way we have collected and used your personal data, please contact us using the contact details below – we will do our best to help:

Email: [info@childhope.org.uk](mailto:info@childhope.org.uk)

Address: Development House, 56-64 Leonard Street, London, EC2A 4LT

If you are unhappy in which we have handled your personal data, you have the right to contact the Information Commissioner's Office.

### **Do we share your information?**

We care about your details and it is our policy not to sell, trade or rent your personal information to anyone. You will not receive offers from other companies or organisations because of giving your details to us.

We may disclose personal information if required to do so by law. If ChildHope or substantially all our assets are acquired by a third party or if we merge with another organisation, personal details held about our supporters may be transferred. You will be notified in advance if this is the case and you will be provided with the opportunity to opt-out if you wish to do so.

### **Complaints procedure**

We are committed to delivering a high standard of service to anyone who engages with our work and are keen to hear from anyone who believes that we have fallen short of the high standards we set ourselves.

You can read our complaints procedure here: <https://www.childhope.org.uk/make-a-complaint/>

### **Changes to our Privacy Policy**

We may change this Privacy Policy from time to time. Any changes to the way we treat your personal information will be posted clearly on this page, so please check back regularly.

If you would like to discuss any of this in further detail, please do call us on 0207 065 0950, email us at [info@childhope.org.uk](mailto:info@childhope.org.uk) or write to us at ChildHope, Development House, 56-64 Leonard Street, London, EC2A 4LT.