



## General Privacy Policy

Blythswood Care ('We') transforms lives in Jesus' name. We work in the U.K. and around the world. We transform lives in three ways: through the impact of Education, Community action and sharing the Gospel.

We care about people and treat supporters fairly, being transparent and earning trust and confidence. Blythswood Care promises to respect any personal information you share with us, or that we get from other organisations about you. We keep personal information safe. When we collect your information we will not do anything with it which you would not reasonably expect. Here we tell you what we will and will not do with your personal information.

This Privacy Policy explains how Blythswood Care use any personal information you give to us. Blythswood Care is registered under the Data Protection Act 1998, registration no. Z7689978.

This policy includes:

- How we collect your personal information
- What personal information we keep
- How we use your personal information
- Who we share your information with
- How we keep your information safe
- How we keep your information up to date
- Access to your information and correction of mistakes
- Future Changes to this Privacy Policy

## How we collect your personal information?

The type and quantity of information we collect and how we use it depends on why you provide it.

### Supporters

If you support us, for example by making a financial donation or donation of physical goods, volunteer, register for an appeal or event, or buy something from one of our shops, we will usually collect personal data. There are the different ways data will be collected from Supporters.

#### Directly from you

Data can be obtained by us from our Website, by email, by phone, by letter or in Person when:

- You make a donation
- You ask to join our mailing list
- You request a pick-up of physical goods to be donated
- You arrange the delivery of physical goods bought
- You attend or register for an event
- You attend a presentation
- You request Shoe Box Appeal materials
- You request the collection of filled shoeboxes
- You fill in a Shoe Box Appeal return form
- You request a Shoe Box Appeal certificate

#### Indirectly from you

Your information may be shared with us by independent event organisers who support Blythswood Care; for example the Edinburgh Marathon or fundraising sites like Virgin Money Giving or Just Giving. These independent third parties will only pass your information to Blythswood Care with your consent. You should check the Privacy Policy of independent event organisers when you provide your information to understand fully how they will process your data.

Depending on your settings or the privacy policies for social media and messaging services like Facebook, you might give us permission to access information from those accounts or services.

You may also provide permission for third-party organisations to share your data with other third parties, including other charities. You may do this when you buy a product or service, register with a website that runs competitions or by registering with a comparison site. The information Blythswood Care receives from those services depends on your settings or the responses you give. You should regularly check your electronic settings.

Note: We never purchase personal data or sell personal data to third parties.

## **When collected from our website**

Currently our website only uses one 'cookie' and this belongs to Google. This merely logs technical information, e.g. the user's IP address, operating system, browser used, pages visited, date and time of day etc. For more information about Google Analytics please visit the Google Analytics website. This is used to help us improve the flow of our web site.

## **What personal information do we keep?**

Typically we keep the following information from our supporters:

- Name
- Address
- Phone numbers
- Email address
- Church affiliation - optional
- Credit/Debit card data – from donations
- Bank account details – from direct debits
- Gift Aid declarations
- Donation history (financial and physical)
- Relationship to other supporters (if known)
- Date of birth (optional unless required for an age restricted event)

## How do we use your personal information?

We will use the information we collect from you to tell you more about our work. We will also thank you for your support, and invite you to continue to support us. We may use your information to invite you to fundraising or other events, or to ask if you would consider increasing your support. We will sometimes analyse the data we hold to tailor how we keep in touch with you and make sure our communications with you are appropriate and cost effective. We may use external sources to help us keep your data up to date for example, the electoral roll. We will follow direct marketing rules, such as those in the Code of Fundraising Practice.

Typically this is what we use your personal information for:

- Process financial donations including gift aid
- Collect and deliver physical donations and purchases
- Fulfil Shoe Box Appeal material requests
- Co-ordinate the collection and sorting of filled shoeboxes
- Issue Shoe Box Appeal certificates
- Direct Marketing – Newsletters and Appeals, by post and email

### Direct marketing

Whatever it is about Blythswood Care you are interested in, we want to speak to you in the way you'd prefer - be it by email, on the phone or in writing. We endeavour to make it easy for you to tell us how you want us to communicate, in a way which best suits you. Our forms have clear marketing preference questions and we include information on how to change these preferences.

If you decide you no longer want to hear from us, that's absolutely fine. Please just get in touch to let us know and we will make sure your wishes are followed.

When you give us your information, or you get in touch with us, we will assign a Supporter Number, it will help if you use this number in any communication with us regarding changes to your communication preferences.

## Who do we share your information with?

We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff, volunteers and contractors.

For example, we use an external mailing house for the mailing of appeals and newsletters with whom we have a contract which sets out our expectations and requirements.

During the Shoe Box Appeal we share collection information with staff and volunteers co-ordinating the pick-up and sorting of filled shoeboxes, both of whom are required to sign a confidentiality agreement.

Like many UK based companies, the computer servers that hold our website are physically run by international companies. Some part of our site is hosted by servers in the United States of America and other parts in Romania, both of whom employ industry standard security. The area of the site that collects your data is based in Romania and is covered by the EU General Data Protection Regulation.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

## How do we keep your information safe?

We make sure there are appropriate controls in place to protect your personal information for example, our online forms are always security-checked, our network is protected and regularly tested.

## How do we keep your information up to date?

We rely on you to let us know if your contact details change. It's great if you let us know as soon as possible.

Sometimes we use publicly available sources to keep your information up to date.

## Access to your information and correction of mistakes?

You have the right to see the information we hold about you. If you spot any mistakes, please let us know and we will correct them. You also have a right to ask us to stop processing your information and if it's not necessary for the purpose you provided it to us for (e.g. processing your donation or registering you for an event) we will do so. When you ask us to stop processing your information we will remove your information from our mailing lists which means we will not contact you again.

Contact us on 01349 830 777 or [info@blythswood.org](mailto:info@blythswood.org) if you have any concerns.

## Changes to our Privacy Policy

We will update our Privacy Policy from time to time. If we make any major changes, we will let you know about these changes by putting them on our website.

Our privacy policy was last updated in April 2018.

## How do you get in touch?

We love to hear from you, so if you have any comments or questions, please get in touch:

**By email:** [info@blythswood.org](mailto:info@blythswood.org).

**By phone:** 01349 830777

**By post:** Jamie McIntosh, Blythswood Care, Deeplaven Industrial Estate, Evanton. IV16 9XJ