

## UgandAid Privacy Policy

This Privacy Policy covers all personal data that is gathered by UgandAid, Registered Charity Number 1186542.

### Data protection

UgandAid takes data protection very seriously.

As you browse our website, get in touch with us or make a donation, we may collect information. This improves the efficiency in the running of the Charity, the meeting of our purposes and communicating with you.

UgandAid will never exchange or sell your information to another organisation for its own marketing purposes. We know that this is important to you, and want to reassure you that you're always in control of how we use your personal information in regards to marketing and fundraising activities.

We do, however, need to collect and use your personal information for carefully considered and legitimate business purposes, which help ensure we can run UgandAid efficiently, raise funds effectively, and deliver our charitable objectives. This policy sets out how your personal data will be used, what data we collect, and our legal basis for its use, along with outlining your rights with respect to personal data.

### Purposes

Your personal information may be used to help us effectively deliver our charitable activities or to help us raise funds for those activities.

We always strive to provide a clear, honest, and transparent approach regarding how and when we may collect and use your personal data. The overview below summarises the different reasons we do this. We may not use your personal information for all of these purposes – it will depend on the nature of our relationship with you, and how you interact with us, our website, and fundraising activities.

#### **Purpose**

#### **Activities**

General Fundraising and marketing

Like all charities, we have a range of fundraising and marketing activities that are designed to raise income or promote the aims and objectives of the charity. We may use a range of marketing activities and channels such as **direct marketing**, face-to-face activity, newsletters, (print and digital) for marketing, fundraising and income generation. This may include talking to you about appeals, competitions, issues impacting the countries in which we work, sponsorships, events, or volunteering opportunities. We may collect your name and contact details and will use this to send any information you have requested (e.g. a newsletter), tailor communications to you, or to manage your marketing preferences.

Donors and fundraisers

If you wish to support us by making a donation, taking up a sponsorship or registering to fundraise for us, we will collect your name and contact details as a minimum. We may also ask if you are able to Gift Aid any of your donations (we as a charity can reclaim tax on a donation made by a taxpayer – an extra 25p for every £1 you donate, at no extra cost to you). We will need your name and postcode to do this. Where appropriate, we may also ask for your date of birth and your motivation or personal experience for supporting us.

We will use the information to administer your donation including processing Gift Aid, to send you a thank you letter, or to support your fundraising.

We may also send you administrative communications, for example confirming a direct debit instruction when you have made a donation to us, or letting you know the time an event starts.

To make an online donation, you will be directed to a separate donation platform which uses security features and encryption to ensure your data remains safe.

Overseas trips

UgandAid operates an annual trip to Uganda which is a general practical and relational trip. If you sign up for one of our trips, we will collect your name, contact details as a minimum. We may also collect health and passport information and next of kin/ emergency contact details.

We use this information to administer the programme and to ensure that travel and in-country activities can be managed safely and effectively.

Volunteer administration

We process the personal information of our volunteers for administration and management purposes pertaining to the particular volunteering opportunity.

### Lawful processing

UgandAid needs a lawful basis to collect and use your personal data. The law allows for six legitimate ways to process people's personal data. Only some of these are relevant to charities for the types of purposes listed above.

- Information is processed on the basis of a **person's consent**
- Information is processed on the basis of fulfilling a **contractual relationship**
- Information is processed on the basis of a **legal obligation**
- Information is processed on the basis of **vital interests (protecting somebody's life)**
- Information is processed on the basis of performing a **public task**
- Information is processed on the basis of the **'legitimate interests' of Ugandaid**

In extreme situations, we may share your personal details with the emergency services if our representatives believe it is in your **'vital interests'** to do so. For example, this would apply when someone is taken ill on one of our trips. We may also share your personal information where we are compelled by law to do so.

### What are UgandAid's legitimate interests?

<b>Governance</b>	<b>Purely Administrative Purposes</b>	<b>Publicity and Income Generation</b>	<b>Operational Management</b>	<b>Financial Management and Control</b>
Delivery of our charitable	Administration of overseas trips.	Conventional direct marketing	Volunteer recording and	Processing of financial

purpose as set out in the Governing Document of October 20th 2019. Reporting criminal acts and compliance with law enforcement agencies. Internal and external audit for financial or regulatory compliance purposes. Statutory reporting.	Administration of fundraising events. Administration of Gift Aid. Thank you communications and receipts. Administration of financial transactions. Maintaining a 'Do Not Contact' list.	and advertisement, and other forms of marketing and publicity. Exercise of the right to freedom of expression or information, including in the media.	monitoring, recruitment, safety and performance management. IT and network security.	transactions and maintaining financial controls. Prevention of fraud, misuse of services, or money laundering/ theft
--	---	---	--	--

**Data Collected**

We collect and use personal information such as names and address details along with other contact information such as email addresses, telephone numbers and social media names. We also collect information about financial transactions you make with us, or any marketing contact preferences you give.

If you have kindly Gift Aided your donation to UgandAid, we are required by law to record the fact that you are a UK taxpayer and we must maintain a record of the amount of Gift Aid we have claimed.

**Do we process sensitive personal information?**

Under the General Data Protection Regulation (GDPR) law, certain categories of personal information are recognised as 'sensitive personal data', including health information, race, religious beliefs, and political opinions. We do not collect or process sensitive personal data unless it is absolutely necessary, for example asking for health information in relation to overseas trips.

**Your credit or debit card information**

We do not collect any credit or debit card information. Any donations made to us using either a debit card or credit card are made through a third party provider, such as Virgin Money Giving or Just Giving.

**Where does the information come from?**

The vast majority of personal data we hold is given to us directly by our supporters, and volunteers in the course of them interacting with our website, or fundraising activities. We also receive your personal information when you donate to UgandAid through third party services such as Virgin Money Giving or Just Giving.

**Data retention**

In general terms, we remove identifiable personal data from our records as soon as it has fulfilled its purpose. This can mean personal data is deleted immediately, or kept for several months or as long as it is needed by us to provide our services to those the data pertains to.

### **Data sharing**

UgandAid will not exchange or sell your personal information to another organisation for its own marketing purposes. However, there are may be legitimate situations where we have to share your personal information with other organisations where there is a legal requirement to do so.

### **Data protection rights**

Where UgandAid is using your personal information on the basis of consent, you have the right to withdraw that consent at any time. You also have the right to ask UgandAid to stop using your personal information for direct marketing purposes. Simply contact our Fundraising Co-ordinator at [ugandaiduk@gmail.com](mailto:ugandaiduk@gmail.com) or write to **UgandAid 6 Maple Road West, Manchester. M23 9HH.**

- **Right to be Informed** – You have the right to be told how your personal information will be used. This policy document, and shorter privacy notices used on our communications, are intended to be a clear and transparent description of how your data may be used.
- **Right of Access** – You can submit a Subject Access Request to our Fundraising Co-ordinator at any time to see which information we hold on you, and to request a copy of that information. We will have 30 days to comply, once we are satisfied you have the right to see the requested records and we have successfully confirmed your identity.
- **Right of Erasure** – You have the right to be forgotten (i.e. to have your personally identifiable data deleted).
- **Right of Rectification** – If you believe our records are inaccurate you have the right to ask for those records concerning you to be updated.
- **Right to Restrict Processing** – In certain situations you have the right to ask for processing of your personal data to be restricted because there is some disagreement about its accuracy or legitimate usage.
- **Right to Data Portability** – Where we are processing your personal data under your consent the law allows you to request data portability from one service provider to another. This right is largely seen as a way for people to transfer their personal data from one service provider to a competitor.
- **Right to Object** – You have an absolute right to stop the processing of your personal data for direct marketing purposes.
- **Right to object to automated decisions** – In a situation where a data controller is using your personal data in a computerised model or algorithm to make decisions “that have a legal effect on you”, you have the right to object. This right is more applicable to mortgage or finance situations. UgandAid does not undertake complex computerised decision making.

### **Collection of data through ‘cookies’**

We use ‘cookies’ on our website to collect information about you and your activity across the site. A cookie is a small piece of data that our website stores on your computer browser, and accesses each time you visit so we can understand how you use our site and serve you content based on preferences you have specified.

If you do not wish to accept cookies from us, you should instruct your browser to refuse cookies from our website. This policy covers only the use of cookies between your computer and our website; it does not cover the use of cookies by any advertisers.

By using our website, our social media pages (such as Facebook, Twitter, YouTube and Instagram), you agree that, unless you have set your computer's browser to reject them, we can place cookies on your device and use that data in accordance with this policy.

### **Notification of changes to the Privacy Policy**

This Privacy Policy may change from time-to-time. For example, we will continue to update it to reflect new legal requirements. Please visit this website page to keep up-to-date with the changes to our Privacy Policy.

### **What to do if you're not happy**

In the first instance, please talk to us directly so we can help to resolve any problem or query. Please contact our Fundraising Co-ordinator at **ugandaaiduk@gmail.com** or write to **UgandAid 6 Maple Road West, Manchester. M23 9HH.**

You can also register with the Fundraising Preference Service (FPS). This service is run by the Fundraising Regulator and allows you to stop email, telephone, addressed post, and/or text messages from a selected charity or charities by using the online service at **www.fundraisingpreference.org.uk** or by calling 0300 303 3517. Once you have made a request through the FPS our charity is registered automatically, and we will ensure that your new preferences take effect within 28 days.

You also have the right to contact the Information Commissioners Office (ICO) if you have any concerns about Data Protection using their help line 0303 123 1113 or at **www.ico.org.uk**