

# PRIVACY NOTICE

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## Introduction

This privacy notice sets out who we are and how and why we collect, store, use and share your personal information. It also explains your rights in relation to your personal information and how to contact us or the regulator if you have a complaint.

We have a separate privacy notice for our Family Support Service: [Family Support Service Privacy Policy](#)

## Who we are

We are a charity who provide emotional support for families to prepare for the death of a parent, and raise awareness of the need for more research and collaboration in the fight against non-smoking lung cancers.

## Information collection and use

### Contacting us

When you contact us through our website we collect your name, contact details and your message. You can optionally provide the name of your organisation, school or club, and your job title, if relevant. If you want us to post you printed materials we will need your address.

If you contact us through social media we will collect your social media handle and any other information you provide.

### Our newsletter and other marketing

You can sign up on our website to get our newsletter. We may also ask you if you want to sign up at other points where we interact with you. You can unsubscribe at any time by clicking on the unsubscribe link in the newsletter.

You can also opt into other marketing from us by email and SMS, which you can unsubscribe from at any time by following the unsubscribe instructions in the email or text message.

If we have your address, we may send you marketing by post. You can unsubscribe from this by contacting [info@ruthstraussfoundation.com](mailto:info@ruthstraussfoundation.com).

### Donations and other payments

You can donate to support our work in many ways, such as through our website, through specific campaigns we run (including by text and QR code), through third-party partners (like JustGiving, PayPal and the Charities Aid Foundation), through sites like Facebook, or by sending in cheques.

The information we receive varies depending on the donation method you use. In general, we will always receive the following information.

- Name
- Contact details
- Donation amount
- Donation date
- Gift Aid information
- If the donation was made in memory of a person

Some third-party donation partners will send us anonymous information about the amounts donated without any identifying details.

For some donation options we may also ask you if you want to receive our newsletter or other marketing.

We use the information to process the donations, provide receipts, manage refunds and failed donations as needed, manage Gift Aid, help us analyse our income, and send you the newsletter or other marketing if you opted into this.

For any payments we take through our website or at events, we use a third-party payment processor, Stripe. When you donate through the website Stripe records the IP address of the device being used.

### **Events and auctions**

The information we collect will vary depending on the event, but in general, we usually need the following information from those who apply to attend an event or who we have invited to attend.

- Name
- Contact details
- Dietary and accessibility needs (where relevant)

We also keep a list of people who have expressed an interest in attending our events, buying tables at the or publicly promoting them.

For sports events, such as the London Marathon or Vitality Mile, the organiser collects information from participants and provides us with information on those fundraising for us, including the amount raised. This may also include your date of birth.

For events held by other organisations on our behalf, such as schools and sports clubs, the organiser collects information from participants and provides us with information on those fundraising for us, including the amount raised.

At some events we hold auctions to raise money, and we will need the name and contact details of winners to be able to provide the prize or item won. We will also record how much each item raised.

### **Ambassadors and volunteers**

Ambassadors represent us at events or in marketing material, and are often well-known public figures.

Volunteers give their time to support us for free, such as by collecting bucket donations or selling merchandise at an event, or being part of our Advisory groups.

For both groups we will need to collect your name and contact details, and what you are doing for us. For some volunteers, depending on what you do for us, we may also need emergency contact details and information such as t-shirt size, if you are wearing our merchandise.

For some events we will need to know if you have any dietary, accessibility or other requirements. This will be for events where we are providing food and drink, where there are steps or an event is not on a ground floor, or where the volunteer role might be physically demanding.

If volunteers have a complaint or concern, or if one is raised about a volunteer, our [complaints policy](#) has more information.

### **Online shop**

When you buy items from our online shop we will collect the following information.

- Name
- Address and email
- Items bought and total cost
- Whether you opted into marketing or not

This information is necessary to send you the item(s) you bought. And to send you marketing if you opted in.

### **Visiting our website – information collected automatically**

The website automatically collects certain data as part of its access and error logs. Typically, this includes the IP address of the device accessing the site, and what is being accessed and when. The type which could be a server type or file type, status code and the time it has been made. The error logs will also collect information on what failed and why. These logs are used to troubleshoot website issues.

Any information collected by cookies or similar technology is set out in the cookie management tool on the website.

### **Information sharing**

We use a variety of service providers to help run our business, for example, to manage our donor records, carry out donor research, send marketing, provide our online shop and so on.

We have agreements with all providers that contain obligations on the other organisation to safeguard your information and to only use your information to provide their service.

### **Legal obligations**

We have to disclose certain information legally, such as to HMRC in relation to donations and Gift Aid, or to our auditors. We may disclose your personal information if we, in good faith, believe that we must do so by law, regulation or the order of court or other legitimate government body.

### **Contract obligations**

We may have contracts with venues or event organisers that require us to share relevant volunteers' names in advance for security reasons.

If we close or merge with another charity

We may have to share personal information if we have to close the charity or merge it with another charity.

## Data location

Some of the service providers we use are in other countries. Where this is the case we have agreements with them that include legally-required clauses to cover any transfer of data to other countries.

## How long we keep your information for

In general, we only keep personal information for as long as we need it for a specific purpose, that we have informed you of. In some cases we keep some information for as long as you have a relationship with us. For events, there will be some information that is event-specific, and so we can delete it once the event is over. If you don't want marketing from us, we keep that information indefinitely so we don't send you marketing again.

If you have any questions about how long we keep particular information for, please contact us at: [DPO@ruthstraussfoundation.com](mailto:DPO@ruthstraussfoundation.com)

## Your rights

You have several different rights regarding your personal information. Some rights only apply in certain circumstances or to certain information. There are also exemptions from some rights in some circumstances. If you want to make a rights request, please contact: [dpo@ruthstraussfoundation.com](mailto:dpo@ruthstraussfoundation.com)

### Access

You are entitled to know what personal information we hold about you and to receive a copy of it.

### Correction

You are entitled to correct personal information we hold about you that is inaccurate. You will need to provide us with evidence of the correct information.

### Deletion

In certain circumstances you are entitled to ask us to delete the personal information we hold about you.

We will not be able to delete certain information, such as where we are legally obliged to keep it or where we need to keep it for legitimate business reasons such as accounts and records.

### Objection

In certain circumstances you are entitled to object to us processing your personal information. If you want to object to marketing please use the unsubscribe link in emails, the instructions in the text message, or contact us to opt out of postal marketing. To make sure we respect your request we have to keep your contact details on a suppression list.

### Restriction

In certain circumstances you are entitled to ask us to restrict our processing of your personal information.

You can ask us to do this if:

- you dispute the accuracy of your personal information;
- our processing is unlawful but you prefer restriction to deletion;
- we no longer need the information but you need it for legal reasons; or
- you have objected to our processing and we are still dealing with this objection.

## Portability

In certain circumstances you are entitled to receive the personal information you have provided us in a structured, commonly used and machine-readable format.

You also have the right to complain to the data protection regulator. The UK regulator is the Information Commissioner’s Office. You can contact them here: <https://ico.org.uk/global/contact-us/> or phone: 0303 123 1113.

## Lawful bases

UK data protection law requires us to have a lawful basis for our personal information collection and use, and there are several lawful bases available.

Lawful basis	Examples of when we use it
Performance of a contract	To respond to your queries, requests for information and support. To process your donations and manage fundraising you do for us To deliver items you buy from our online shop. To register you for events and run and manage those events. To collect and analyse survey responses you provide.
Legal obligation	Financial and tax obligations relating to your donations. To respond to rights requests. To make sure you are not sent marketing if you unsubscribe.
Legitimate interests	Some personal data collection and use is in our legitimate interests. To use this lawful basis we assess both our interests and yours, to make sure that what we’re doing does not cause any unjustified privacy intrusion.  Marketing: for B2B marketing. Marketing campaign records: we keep information so we know who was sent what marketing information and when. Donor profiling and research.
Consent	To send you marketing. To use relevant information volunteers provide on health or accessibility requirements. To run prize draws and other competitions that you have entered.

## Contact us

E-mail: [dpo@ruthstraussfoundation.com](mailto:dpo@ruthstraussfoundation.com)

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