

Supporters

We rely on the generosity of our supporters to continue to be able to provide our free services.

If you support us, for example make a donation, register to fundraise, sign up for an event, buy something from our shop, or make an online order, we will usually collect:

- Your name
- Your contact details
- Your date of birth
- Your bank or credit card details.

Where it is appropriate we may also ask for:

- Information relating to your health (for example if you are taking part in a high risk event)
- Why you have decided to donate to us. We will never make this question mandatory, and only want to know the answer if you are comfortable telling us.

We will mainly use your data to:

- Provide you with the services, products or information you asked for about our charity, campaigns and projects or events or those we believe are of legitimate interest based on your previous involvement with the charity.
- Administer your donation or support your fundraising, including processing gift aid
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Understand how we can improve our services, products or information.

We promote our activities through a range of methods and channels, including online and social media platforms. We use personal information to thank you for supporting us and to provide you with further communications about our activities according to your preferences and interests.

Building profiles of supporters and targeting communications

We use profiling and screening techniques to ensure communications are relevant and timely, and to provide an improved experience for our supporters. Profiling also allows us to target our resources effectively. We do this because it allows us to understand the background of the people who support us and helps us to make appropriate requests to supporters. Importantly, it enables us to raise more funds, sooner, and more cost-effectively, than we otherwise would.

When building a profile we may analyze geographic, demographic and other information relating to you so we can better understand your interests and

preferences in order to contact you with the most relevant communications. In doing this, we may use additional information from third party sources when it is available. Such information is compiled using publicly available data about you, for example addresses, listed Directorships or typical earnings in a given area.

Direct Marketing

We will contact you to let you know about our services and developments and to ask for donations or other support. We make it easy for you to tell us how you want us to communicate, in a way that suits you. Our forms have clear marketing preference questions and we include information on how to opt out when we send you marketing.

We do not sell or share personal details to third parties for the purposes of marketing.

Crime prevention and detection

CCTV

CCTV is used in our shops, warehouse and at the hospice at Wildwood Drive. CCTV is used for the purposes of crime prevention and the protection of staff and would be viewed only by exception in relation to any incident involving staff, patients, relatives, visitors or volunteers. Access to view is restricted to key individuals.

Our Fundraising Promise

The Fundraising Preference Service (FPS) is a website-based service that can help members of the public control the communications they receive from charities.

By entering your details on the Fundraising Preference Service website, or by calling the helpline on 0300 3033 517, you can choose to stop email, telephone calls, addressed post and/or text messages directed to you personally from a selected charity or charities

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