



## Daisy's Dream Full Privacy Policy – April 2022

### Definitions

“Daisy's Dream”: Daisy's Dream, PO Box 4738, Twyford, Reading, Berkshire, RG10 9GT, UK, registered charity no: 1177145. Also referred to as “We” / “Us” / “Our” in this Privacy Policy.

“Donor”: Supporter who makes a donation to Daisy's Dream

“Payments Processor”: Partners of Daisy's Dream responsible for processing donations. Daisy's Dream currently partners with Just Giving, Go Cardless and Stripe. For more information on how Just Giving, Go Cardless and Stripe process your personal information, please refer to [Just Giving's Privacy Statement](#), [Go Cardless' Privacy Statement](#) and [Stripe's Privacy Statement](#).

Your privacy is really important to Us and we're committed to protecting your personal information.

This policy explains when and why we collect data from you and who we share it with. By using Our website, social media pages, our services, or providing your information, you consent to Our collection and use of the information you provide in the way(s) set out in this policy. If you do not agree to this policy, please do not use Our sites, social media pages or services.

By visiting [www.daisysdream.org.uk](http://www.daisysdream.org.uk) or registering on our website, you are agreeing to the practices laid out in this policy.

If we make changes to this policy, as we expect to do from time to time, we'll notify you, where appropriate. Please refer to this policy frequently to see any updates or changes. This policy was last updated on 11<sup>th</sup> April 2022.

Our processing and retention of personal information is governed by the General Data Protection Regulation 2016/679 (“GDPR”), or any legislation that amends or replaces it. For the purpose of the GDPR, we are the data controller.

### 1. What information do we ask you for?

We collect information that is either personal data (see below) or non-personal data (such as IP addresses, pages accessed etc)

We collect information about the people We support, members, fundraisers, donors, supporters, volunteers and employees.

We collect information to provide services or goods, to provide information, to fundraise for Our valuable work, for administration, research, analysis, and for the prevention/detection of crime.



We only collect the information that We need or that would be useful to Us in order to provide the best possible service.

We do Our very best to keep personal information secure, including SSL technology (secure server software) wherever We collect personal data online.

We never sell your data and We will never share it with another company or charity for marketing purposes.

We only share data where We are required by law or with carefully selected partners who work on our behalf. All Our partners are required to treat your data as carefully as We would, to only use it as instructed, and to allow Us to check that they do this. When you donate to Us, you will be asked to provide personal information.

The personal information We ask you to provide may include your title, first name, last name, your address, email address and card payment details. If you provide us with photographs (for example in connection with a fundraising event) that is also treated as personal information.

If you are eligible for UK Gift Aid, you will also be asked to provide your UK domicile address, as this may be different from your billing address. We do not store or have access to your credit/debit card details; this information is held by our Payments Processor (As above).

If you are interacting with us via our website, you may be asked to choose a password to save your details. Where this is the case, you are responsible for keeping the password confidential. We ask you not to share your password with anyone and to notify us if you become aware that someone has had access to your password.

## **2. Why do We ask you for this information?**

We ask for the details specified in section 1 to ensure We are able to supply the relevant services, goods or information to you or your donation is successfully administered and Gift Aid can be claimed (if you answered 'Yes' to Gift Aid statement in the donation journey). When you contact us via our website, you will receive an automated email from Us confirming your communication and/or donation.

We would also love to stay in touch with you to keep you informed about our campaigns and other news we feel would be of value to you. When you contact Us, we may give you the opportunity to opt-in to email updates from us and/or for us to contact you by phone.

We may also use Legitimate Interests as a legal basis to process your data in order to engage with you to further our charitable aims.

Whenever we use this justification we will always conduct a balancing exercise to ensure that We consider the impact on you as an individual and make sure that our interests are not overridden by the impact on you. Some examples of activities where We rely on legitimate interests are:



- Sending you direct marketing via post
- Conducting research to better understand Our supporters and improve the services We offer to families
- Sharing personal data amongst relevant teams within Daisy's Dream to ensure We communicate with our supporters in the most effective way
- Handling any compliments or complaints in line with our policy

You can unsubscribe from any of our communications at any time by following the "unsubscribe" link at the bottom of our emails or by contacting us on 0118 934 2604 or [info@daisysdream.org.uk](mailto:info@daisysdream.org.uk) or writing to us at; Daisy's Dream, PO Box 4738, Twyford, Reading, Berks. RG10 9GT.

Please be assured that this will not prevent you from supporting Us or making donations in the future, should you wish to.

### 3. With whom might we share your information?

#### Our Payments Processor

Our Payments Processor uses the personal information you provide to make your donation to Us. It may retain the information you provide to make it easier for you to donate to Us or other charities in the future.

Please rest assured that they use appropriate technologies and procedures to protect personal information and all personal information they store is held on secure servers and is encrypted.

### 4. How can I access the information you hold about me?

If you would like to know what information We hold about you or how your data has been processed, you have the right under the GDPR to submit a Subject Access Request by following our guidance (available upon request). Daisy's Dream has one month to comply with the request for data, though depending on the request this might take longer in accordance with the GDPR.

Please feel free to get in touch with us with any further questions by emailing [info@daisysdream.org.uk](mailto:info@daisysdream.org.uk) or writing to us at Daisy's Dream, PO Box 4738, Twyford, reading, Berks. RG10 9GT.

### 5. What are my rights?

Under the GDPR individuals are provided with the following rights:

- The right to be informed – We are committed to being clear and transparent on what and how we process the information you provide to Us



- The right of access – If you would like to know how your data has been processed, then you can submit a Subject Access Request. We have one month to comply with the request for data upon proof of identification
- The right to rectification – If we possess inaccurate/outdated data, you have the right to request it is rectified - this might include things such as a new postal address or email address
- The right to erasure – You can request to be removed from all our systems and databases, with which we will do our best to comply. If we are unable to comply, we will inform you of the reasons for this
- The right to object/restrict processing:
  - You can request that we cease or do not begin to process your data
  - You can request that we cease or do not begin to process your data for marketing purposes. We will only contact you for marketing purposes if you have opted in (i.e. given us your explicit consent) or if we are relying on legitimate interests
- The right to data portability – If you wish to access your data in an intelligible format (i.e. a structured, commonly used and machine readable form) we will provide it
- Rights in relation to automated decision making and profiling – If we are profiling your data with system driven logic you can request that we cease or do not begin to do this

In some cases, these rights are subject to certain conditions and limitations. If you would like more details about these rights, or to exercise any of your rights, please contact our Charity Director at: Daisy's Dream, PO Box 4738, Twyford, Reading, Berks. RG10 9GT or email: [info@daisysdream.org.uk](mailto:info@daisysdream.org.uk)

Any request received will be processed within one calendar month of Us accepting your request.

To help us identify the personal information you are referring to, please include any details that will enable us to locate the relevant personal information.

In order to be sure that your personal information is disclosed to the correct individual, we may require you to provide us with proof of identity before any action is taken.

## **6. How do we store your data securely?**

The security of your data is extremely important to us. Access to your personal data is only provided to our staff and third parties who help us to process. We use industry standard security technology to prevent the interception, misuse and/or loss of personal information.

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.



As the Internet is not a totally secure medium of communication, We are not, and will not be, responsible for any damages the User may suffer as a result of the loss of confidentiality of any such information.

#### **7. How long do we store your data for?**

For individuals that have made donations to Our website, we retain your information in line with our Data Retention Policy. We do this to keep a record of all gifts made, together with any consent opt-ins for communications from Us.

If you exercise your right to be forgotten and request for the data we hold on you to be deleted, we will anonymise your information so that it does not personally identify you. This action can only be taken once we are no longer legally required to store the information i.e. tax purposes for processing Gift Aid or other legal obligations relating to financial accounting.

#### **8. Which third party providers do we use to process and store your information?**

We use the following third party providers to deliver part of the services we provide to you:

- The Raisers' Edge – for the purposes of creating and maintaining lists and data of individuals receiving our services, supporters, staff, trustees & volunteers.
- MailChimp - for the purposes of creating and maintaining our electronically-based mailing lists which we use to communicate with supporters and Donors about our forthcoming fundraising campaigns, news & activities.
- Access – a website platform through which donations and membership accounts may be set up by supporters

These third party service providers have their own privacy policy addressing how they collect, store or use data, which can be found on their own respective websites. We have read and agreed to the Terms and Conditions of the third party providers We use and have appropriate Data Processing Agreements in place.

This list is not intended to be an exhaustive list and may be updated from time to time as the Our needs and legal requirements change.

#### **9. What other information do We collect?**

When you visit Our website certain information (such as your browser type and IP address as identified in section 1) will be collected by Us automatically.

We use standard tracking technologies (e.g. cookies) and website analytics tools (e.g. Google Analytics) to monitor and better Our understanding of how people use Our website. Data captured may include the referring page that linked you to the website, the country from which you are viewing the website and the length of time you spend on each, etc. Such data does not identify you personally.



## 10. Comments, suggestions or complaints

If you have a comment, suggestion or complaint about any aspect of Our procedures, including how We have handled your personal information, We would like to hear from you. We always appreciate the opportunity your feedback gives us to improve our services. Please note that we cannot offer financial compensation other than refunding donations.

Please email us at [info@daisysdream.org.uk](mailto:info@daisysdream.org.uk) or write to us at Daisy's Dream, PO Box 4738, Twyford, Reading, Berks. RG10 9GT. Please include your name/organisation's name and registered address in your correspondence with us. You will receive confirmation from us that we have received your complaint within 3 working days. You will receive a written response to your complaint from Us within 10 working days. If further investigation is required to resolve your complaint, We will inform you of who will be investigating and will aim to respond within four weeks in writing.

In accordance with the [Code of Fundraising Practice](#), We keep a record of all complaints received.

If you are still unhappy with Our response to such a request, you may register a complaint with the [Fundraising Regulator](#). If you are unhappy how We handled your data, you may register your complaint with the Information Commissioner's Office (ICO). Details on how to do so can be found on the [ICO's website](#).

Our Data Protection Representative (DPR) is our Director.

If you have any queries on this policy, wish to contact the DPR or know further details on how We use personal data, or to opt-out of something specific, please contact us at: [info@daisysdream.org.uk](mailto:info@daisysdream.org.uk).

Any general correspondence should be addressed to: Daisy's Dream, PO Box 4738, Twyford, Reading, Berks. RG10 9GT.

This policy was last updated on 11<sup>th</sup> April 2022.