

## Privacy Policy

At Kenward Trust we are committed to protecting your personal information and being transparent about what we do with it. We are committed to using your personal information in accordance with all applicable laws concerning the protection of personal information and not to do anything with your information you wouldn't reasonably expect.

This policy is written in accordance with the Data Protection Act 1998 and GDPR.

How do we obtain your personal information?

We collect information in the following ways:

- When you give it to us directly you may give us your information in order to sign up for one of your events, when you can contact us to ask about our activities, to tell us your story, use products from us, seek assistance, make a donation to us, fundraise on our behalf, or otherwise give us personal information.
- When your information is available publicly or from other external sources we may combine information that we already have about you with information available publicly or information available publicly or information available from external sources in order to gain a better understanding of you and to improve our fundraising methods, products and services. Such information could be for example, socio-demographic and lifestyle information and information about previous donations you have made. The information we get from other external sources may depend on your privacy settings or the responses you give, so you should regularly check them. We may also obtain information about you where it is publicly available and found in places such as Companies House, Land Registry website and information that is published in articles and newspapers.

What information do we collect?

Personal information is any information that can be used to identify you. For example, it can include information such as your name, date of birth, email address, postal address, telephone number, fax number and credit/debit card details, as well as information relating to your health or personal circumstances.

Data protection law recognises that certain categories of personal information are more sensitive. This is known as sensitive personal information and covers health information, racial or ethnic origin, religious beliefs or other beliefs of a similar nature, political opinion and trade union membership. We would only collect sensitive personal information where there is a clear need to do so such as participation in a challenge event, to ascertain what services are relevant to you or to cater other services and support to you. Before collecting any sensitive personal information about you we will make it clear to you what information we are collecting and the purposes for collecting such.

How do we use your information?

How we use your information would largely depend on why you are providing it. We may use your information in the ways set out below.

- We use your personal information to give you the information, support, services, or products you ask for.
- We use your information to gain a full understanding of your situation so we can develop and offer you the best possible personalised services.
- We use your information to keep a record of your relationship with us and for internal administrative purposes (such as our accounting and records), and to let you know about changes to our services or policies. We use your personal information to look into, and respond to, complaints, legal claims or other issues.
- We use your personal information to claim Gift Aid on your donations.
- We use personal data to carry out statistical analysis and research in order to help us to understand how we are performing and how we can improve our services and meet the needs of people that require our help.
- We may also use your personal information for other purposes which we specifically notify you about and, where appropriate, obtain your consent.

- Direct marketing with your consent, we may use your information to send you communications about our work and how you can help us to help you, for example, information about our campaigns, volunteering and fundraising activities and how you donate to us. Occasionally, we may include information from partner organisations or organisations who support us in these communications. Our forms have clear marketing preference questions we include information on how you can say no to such marketing. You can let us know if you would prefer not to receive these communications at any time by emailing [enquiry@kenwardtrust.org.uk](mailto:enquiry@kenwardtrust.org.uk) or calling us on 01622 814187.
- Building profiles and targeting communications we use profiling techniques to ensure communications are relevant and timely, and to provide an improved experience to our supporters. Profiling also allows us to target our resources effectively. We do this because it allows to target our resources effectively. We do this because it allows us to understand the background of the people who support us and uses our services and helps us to make appropriate requests to supporters who may be willing to give more than they already do or to tailor our services to better suit them. Importantly it enables us to provide you with a service that is better suited to your needs while raising more funds, sooner, and more cost-effectively, than we otherwise would.

Who do we share your information with?

If you participate in raffles, your information will be processed by our trading companies who administer and run these on our behalf. In addition, from time to time we may exchange your personal information with other organisations for the purposes of fraud and credit risk reduction. We may also share information with our financial and legal advisers for the purposes of obtaining advice and protecting our legal rights. We may also share your information with the emergency services if we think there is a risk of serious harm or abuse to you or someone else.

When we collect your personal information we use strict procedures and security features to prevent unauthorised access. However, no data transmission over the Internet is 100% secure. As a result, while we try to protect your personal information, Kenward Trust cannot guarantee the security of any information you transmit to us and you do so at your own risk.

How do we use cookies?

Kenward Trust uses cookies to give you a more personalised web service. To see how we use cookies, what they are, and which ones we use please go to our 'How we use cookies' page. This page also includes instructions on how to disable cookies if you don't want them to be used.

Links

The Kenward Trust website may include links to other sites, not owned or managed by us. We cannot be held responsible for the privacy of information collected by websites not managed by us.

If you are 16 or under you must get your parent/guardian's permission before you provide any personal information on our websites.

Accessing and updating your personal information

You can request access to any information we hold about you by contacting us at [enquiry@kenwardtrust.org.uk](mailto:enquiry@kenwardtrust.org.uk). Please let us know of any changes to your personal information, or if you would like any information removed.

Changes to this policy

We may change our privacy policy from time to time so please check back periodically.

This Privacy Policy as last updated April 2018.

If you have any queries or complaints please contact our Data Protection Officer via email: [shenda.west@kenwardtrust.org.uk](mailto:shenda.west@kenwardtrust.org.uk)