

Privacy Notice

Status	Approved	Named Trustee	Matt Yates
Initial Review	Jan 2023	Reviewed By	HR, Jake Brown
Last Review	May 2023	Approved by Trustees Date	31/05/23
Next Review	May 2024	Links Last Checked	26/05/23

Values

Our values are:



Optimistic and realistic
Look to the future but prioritise the present.



Intentionally inclusive
Foster an open culture.



Delivering with integrity
Always uphold honesty, act within our morals & ensure we are dependable.



Empowering
Feedback empathetically, always act with understanding, support and value.

Statement

At Caudwell Youth we rely on the generosity and support of individuals like you to carry out our vital work with young people. We are committed to protecting the personal details that we process when you engage with us. This Privacy Notice explains why we may ask for your personal information and tells you what we will do with it.

We collect and use personal data to manage our relationships with our young people and supporters, and to better understand how we can meet and exceed their expectations. This allows us to operate and fundraise more efficiently and effectively to ultimately help us reach our goal of shaping young people's futures.

Please read this Privacy Notice carefully and any other documents referred to, to understand how we collect, use, and store your personal information.

The Privacy Notice tells you:

- Who we are.
- Where we collect information from.
- Information we collect.
- What we do with your information.
- Legal basis for processing your information.
- How we update your information.
- Who we share information with.
- How to access, correct or delete your information.
- How we keep your data safe.
- How long we store your data for.
- Changes to the Privacy Notice.
- Contact us.
- Further information.



By providing us with personal information, you consent to its collection and use as set out in this Privacy Notice. We aim to be clear, transparent and to use your information in a way that you would reasonably expect us to. We may update this Privacy Notice from time-to-time so please check it regularly.

If you have any questions about this Privacy Notice please contact our Data Protection Officer, Jake Brown, by email: jake.brown@caudwellyouth.org.

Who we are

Caudwell Youth is a charity that mentors at risk young people aged 11 to 24 years into new futures.

Where we collect information from

We collect information in the following ways:

- Information you give us:
 - Caudwell Youth may obtain personal information from you when, for example, you complete an online form to become part of our team, register with us for a mailing list, apply to become a volunteer, take part in an event or make a donation.
- Information from third parties:
 - We may also receive information about you from independent third parties, such as fundraising sites like JustGiving, Donorfy and Easy Fundraising. We will only receive information from third parties in this way if you have given your consent for your information to be passed on to us. You should check their Privacy Notice when you provide your information to understand how they will process your information. Once we have obtained this information from the third party it will be covered by our Privacy Notice as well as by the originating third party.
- Information we get from your use of our website and services:
 - We collect information about the services you use and how you use them, like when you watch a video on YouTube, visit our website or view and interact with our social media channels.
- Information in the public domain:
 - We may obtain some information from publicly available sources such as Companies House, newspaper articles or open postings on social media such as Facebook and LinkedIn.

What information we collect

The types of personal information that Caudwell Youth collects may include:

- Your title, name, gender and date of birth.
- Your contact details (address, email, phone number and social media contact details).
- Family and spouse/partner details, relationships to other supporters.
- Your professional activities and employment details.
- Current interests and activities.
- Gift aid status and records of donations.
- Contact preferences.
- Your IP address, location, browser type and information on how you interact on our website.
- Your bank or credit card details in line with payment card industry standards.



- Any other information provided by yourself at the request of Caudwell Youth.

Where appropriate we may also ask your interests and motivation for supporting Caudwell Youth, although we will never make this question mandatory, and only want to know the answer if you are comfortable providing us with that information.

In some limited circumstances, the personal information that Caudwell Youth collects may include information that is considered 'sensitive data'. This may include personal information regarding racial or ethnic origins, political opinions, religious beliefs, health and information concerning criminal offences.

Where this information is collected, we will tell you, so you know why it is needed.

If you are under 13 you should ask permission of a parent or guardian before sending personal or sensitive information to anyone online.

What might we do with your information

If you support us, for example by making a donation, volunteering, registering to fundraise, or signing up for an event, we will mainly use your information to:

- Provide you with the services, products or information that you asked for.
- Provide you with information about other services, products or information we think might interest you where you have consented to being contacted.
- Administer your donation or support your fundraising, including processing Gift Aid.
- Send you surveys, and for market research.
- Invite you to events.
- Keep a record of your relationship with us and record the contact we have with you.
- Ensure we know how you prefer to be contacted.

Legal basis for processing your information

Under the UK GDPR and the DPA, we must have a legal reason to collect, keep and use your data. We rely on the following legal basis for processing your data:

- Consent
- Legitimate Interests

We process your personal data for our legitimate interests to allow us to run Caudwell Youth as a charitable entity effectively and in pursuit of our objectives. When we process your personal information for our legitimate interests, we make sure to consider and balance any potential impact on you and your rights under data protection laws. We will always ensure that your personal data will not be used where our interests are overridden by the impact on you.

The following are some examples of instances where we process your data for our legitimate interest:

- **Direct marketing:** we will send marketing and fundraising requests which further the aims and objectives of Caudwell Youth and don't unduly impact the rights of the individual.
- **Profiling and analysing information:** we carry out limited profiling and research to help us understand our donors and potential donors, including gathering information from publicly available resources to give an insight into philanthropic interests and ability to support Caudwell Youth. (See below for more details).



Profiling and analysing information of our supporters

- In order to tailor what type and level of support we ask you for, we may analyse personal information we collect about you including how you have engaged with us previously, demographic information, measures of affluence, philanthropic interests and networks.
- We may also use information in the public domain, for example listed Directorships or typical earnings in a given area.
- In some instances, we may use third party wealth screening companies or insight companies to provide us with general information about you (please refer to section 6 for further information on data shared with third parties).

You can opt out of your data being used for profiling and wealth screening techniques by contacting the Data Protection Officer, Jake Brown, by email: jake.brown@caudwellyouth.org.

How we update your information

We review records of our supporters and volunteers to ensure your data is as accurate as possible and always appreciate it if you let us know if your contact details change. Where possible we use publicly available sources to keep your records up to date for example, the Post Office's National Change of Address database, or information provided to us by other organisations as described in Section 1.

It is important that we keep your personal data as up to date as possible so that we can cross reference your information with the Mail and Telephone Preference Services.

Who we share your information with

We are committed to protecting your data and therefore it will never be sold to external organisations and will only be disclosed to those acting as agents and data processors carrying out work on our behalf. Where we enter into a relationship with an external party, any such arrangements will be subject to a formal agreement between Caudwell Youth and that organisation to protect the security of your data.

These parties may include:

- **Suppliers** who send out communications on our behalf, such as invitations to our events.
- **Wealth screening and insight companies.**

How to access, correct or delete your information

Under the General Data Protection Regulation 2016/679 you have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please contact the Data Protection Officer, Jake Brown, by email: jake.brown@caudwellyouth.org or write to us at Caudwell Youth, Broughton Hall, Eccleshall, Staffordshire ST21 6NS.

To help us locate any personal information about you (or in case we need to get in touch with you to obtain further information to help us locate your records) please include your full name, address and telephone number with your request.

If you do not want to receive any further information about Caudwell Youth and would like us to remove your name from our mailing list, use the unsubscribe link in the email you have received. You can also contact us using the details above.



How we keep your data safe

We aim to ensure that there are appropriate, physical, technical and managerial controls in place to protect any personal information you may provide to us, for example our online forms are always encrypted and our network is protected and monitored.

However, no data transmission over the internet can be guaranteed to be 100% secure. So, whilst we will always strive to protect your personal information, we cannot guarantee the security of any information which you disclose to us and so wish to draw your attention that you do so at your own risk.

How long we store your data for

We will hold your personal information on our systems for as long as is necessary for the relevant activity. If you request that we stop sending you marketing materials we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us, we won't keep any information that we don't need.

Contact us

If you have any queries about this Notice or any complaints with regard to the administration of the Privacy Notice please contact our Data Protection Officer, Jake Brown, by email: jake.brown@caudwellyouth.org.

Further information

The laws governing how your personal data can be used are:

- [General Data Protection Regulation 2016/679 \(UK GDPR\)](#)
- [Data Protection Act 2018 \(DPA\)](#)
- [The Privacy and Electronic Communications Regulations 2003 \(PECR\)](#)

You can also contact the Information Commissioner's Office (ICO) at www.ico.org.uk to find out more or report a concern. The ICO is UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals. We work with them to make sure that we collect, store, and use your information appropriately and not do anything you would not reasonably expect us to do with your data.

