

Red Balloon Educational Trust Fundraising and Donor Privacy Notice

In this privacy notice, “Red Balloon” means Red Balloon Educational Trust (registered charity number 1109606). We are responsible (“the Data Controller”) for the processing of your personal data.

As a donor or a fundraiser, we also have a **fundraising promise** which sets out our commitment to you as a Red Balloon supporter.

How we collect your information

This notice sets out how we process your data. It also explains your rights and options around how we use your personal information.

We collect information about you:

...when you give it to us directly. This might be when you:

- make a donation
- interact with us online
- communicate with us
- take part in an event

...when you give it to us indirectly. This is when your personal information is given to us by third parties. These might be:

- websites such as JustGiving
- event organisers
- sponsors

You will always hear from them when this happens, and be told how and why we intend to use that information.

You might tell us through a third-party website (such as the London Marathon) that you'd like to fundraise for Red Balloon by taking part in an event. When this happens, we will contact you by phone or email to check how you'd like to hear from us in the future, and to offer you support with your fundraising efforts.

What information we hold about you

We collect, store and use the following kinds of personal information:

- Your name and contact details, including postal address, telephone number, email address and, where applicable, social media profile URL
- Your date of birth
- Financial information, such as bank details or credit/debit card details, where you provide them to make a payment. We don't store credit or debit card details, but we're required to store bank details in some circumstances, including when they're used for direct debit payments.
- Information as to whether you are a tax payer so that we can claim Gift Aid.

How we use your information

We use your personal information to:

- provide you with information you've asked us for
- provide further information about our work, services, activities or products
- process your donations
- further our charitable aims, including for fundraising activities
- register and administer your participation in events you've registered for
- report on the results and impact of our work, services and events
- audit and/or administer our accounts
- prevent fraud, misuse of services or money laundering and to perform due diligence in respect of larger donations
- communicate with you
- for the establishment, defence and/or enforcement of legal claims

Marketing

We use your details to give you information about our work, events, services and/or products which we think might interest you.

For example, we might contact you about services you've used in the past, or send you updates about our fundraising appeals, volunteering opportunities and latest campaigns.

Where we do this via email, SMS or phone (if you are registered with the telephone preference service), we'll only do this with your prior consent.

Donations

When you use our secure online donation or payment pages, you'll be directed to a specialist supplier company, who will receive your credit card number and contact information to process the transaction. We do not receive or retain your credit or debit card details.

Data retention

Please see our data retention policy for details of how long we will keep your information. But we will remove it at any time if:

- your personal information is no longer required for the purpose you shared it with us
- we're no longer lawfully entitled to process it
- you ask us to remove it

What happens if you ask for your data to be removed?

If you ask to receive no further contact from us, we'll update the relevant records to ensure correspondence ceases. There may be circumstances (such as in line with financial regulations) that we need to retain certain information about you, of which we will notify you to the extent we can comply with your request.

Our lawful ground for processing your information

UK GDPR requires us to rely on one or more lawful grounds to process your personal information.

- Where you've given your consent for us to use your personal information in a certain way.
 - For example, we'll ask for your consent to use your personal information to send you electronic direct marketing/fundraising materials.
- Where necessary so that we can comply with a legal obligation (for example, where we need to share your personal information with regulatory bodies which govern our work and services).
- Where there is a legitimate interest in us doing so (for example, writing to supporters to let them know about our work and ways of supporting us)

Sharing your data

We never share, sell or rent your information to third parties for marketing purposes.

However, in general, we may disclose your personal information to selected third parties in order to achieve our business purposes.

These may include (among others):

- business partners, suppliers and sub-contractors
- IT service providers
- other beneficiaries, executors and legal advisers, when administering a legacy.

In particular, we reserve the right to disclose your personal information to third parties:

- if substantially all of our assets are acquired by a third party, personal information held by us may be one of the transferred assets
- if we are under any legal or regulatory duty to do so; and/or
- to protect the rights, property or safety of Red Balloon Educational Trust

Security, storage and access to your personal information

We promise to keep your personal information safe and secure. We have appropriate and proportionate security policies and organisational and technical measures in place to help us do this.

Only appropriately trained staff, volunteers and contractors can access your information. It is stored on secure servers with features to prevent unauthorised access.

In general, the personal information that we collect from you will be stored at a destination within the UK or European Economic Area (“EEA”). However, we use agencies and suppliers to process personal information on our behalf. Your personal information may therefore be transferred or stored outside, and/or otherwise processed by contractors operating outside the UK or EEA who work for us or for one of our suppliers.

Where your personal information is transferred, stored and/or otherwise processed outside the EEA, we will take all reasonable steps necessary to make sure the recipient implements appropriate safeguards (such as by entering into European Commission’s Standard Contractual Clauses and incorporating the UK Addendum) designed to protect your personal information and to ensure that your personal information is treated securely.

Your rights

These are your rights in relation to how we process your personal information:

Right to be informed

You have the right to be told how your personal information will be used. This policy and other policies and statements used on this website and in our communications provide you with a clear and transparent description of how your personal information may be used.

Right of access

You can write to us to ask for confirmation of what information we hold on you and to request a copy of that information. Provided we are satisfied that you are entitled to see the information requested and we’ve successfully confirmed your identity, we’ll give you your personal information (subject to any exceptions that apply).

Right of erasure

You have the right to ask us to delete your personal information, and we'll do this when you ask us to. In some cases, we may check to see if you're happy for us to make it anonymous first, rather than delete it completely.

Right of rectification

If you believe our records of your personal information are inaccurate, you have the right to ask us to update those records. You can also ask us to check the personal information that we hold about you if you are unsure whether it is up to date.

Right to restrict processing

You have the right to ask us to restrict the processing of your personal information if there is disagreement about its accuracy or legitimate usage.

Right to object

You have the right to object to processing where we are:

- processing your personal information on the grounds of legitimate interest
- using your personal information for direct marketing or
- using your personal information for statistical purposes.

Right to withdraw consent

Where we rely on your consent to use your personal information, you have the right to withdraw that consent at any time. This includes the right to ask us to stop using your personal information for marketing or fundraising by electronic means (for example to be unsubscribed from our email newsletter list).

Right not to be subject to automated decision making

Where we take automated decisions (i.e. with no human involvement) in relation to your personal information, you have the right to ask us for human intervention or to challenge any such decision.

How to exercise your rights

To exercise any of these rights, please contact us directly on the details below. We will respond to your request within one month of receipt of the request.

That period may be extended by two further months where necessary, taking into account the complexity and number of the requests.

If you believe we have not complied with our obligations under applicable data protection laws and regulations, you can lodge a complaint with the Information Commissioner's Office (ICO).

Links and third parties

We link our website directly to other sites. This policy does not cover external websites and we are not responsible for the privacy practices or content of those sites. We encourage you to read the privacy notices of any external websites you visit via links on our website.

Changes to this notice

We may update this policy from time to time so please check back periodically. We will notify you of significant changes by placing a notice on our website.

This policy was last updated in November 2024.

How to contact us

Please let us know if you have any questions about the way in which your personal information is being processed, or would like your contact details amended or changed, please contact the Red Balloon Educational Trust Head of Fundraising and Marketing by email at: fmc@rbet.ac

If you have any concerns about this policy or about the way in which your personal information is being processed, please contact the Red Balloon Educational Trust Data Protection Officer by email: dpo@rbet.ac