



## Privacy Statement

People, Potential, Possibilities is a registered charity and a company limited by guarantee and incorporates The Rugby Portobello Trust and Amber Trust. This Privacy Statement describes what information is collected by our fundraising and marketing activities and how that information is used.

RPT will ask new supporters or those who have not been in touch with us for three years or more to 'opt-in' to receive marketing communications from us, which include our quarterly newsletter and notifications about our events. This is due to a change in the laws that govern how we can communicate with you and a new regulation on personal data (the General Data Protection Regulation, or GDPR) coming into effect on 25 May 2018. Our fundraising and communications are always led by best practice; therefore, we are introducing a new approach that relies on you giving us your consent for how we can contact you. This means you'll have the choice as to whether you want to receive information from us and be able to select how you want to receive it (email, phone or post).

You can decide not to receive communications or change how we contact you at any time. If you wish to do so, please contact [info@rpt.org.uk](mailto:info@rpt.org.uk) or 0207 229 2928.

### What information do we collect about you?

Your personal data, which is defined as any information that can identify you or can be identified as relating to you personally, will be collected and used by RPT. This includes information you give when attending an event, making a donation, registering to volunteer or actively supporting us in another way. Examples of this information include:

- personal details such as name, email, address or telephone number when you attend an event or register to volunteer;
- financial information such as payment information needed to process your payment, such as credit/debit card or direct debit details and Gift Aid status;
- details of your interests and preferences, such as services you support or events you attend.

### Special Category data (sensitive personal data)

It is not our normal practice to collect or store sensitive personal data about our supporters, such as information relating to health, beliefs or political affiliation. However, there are some situations where this may occur. For example, if you have an accident on our premises, we may need to collect certain medical information. If this does occur, we'll take extra care to ensure your privacy rights are protected.

If an accident or incident occurs on our property, at one of our events or involving one of our staff or volunteers, we'll need to keep a record of this, which may include personal data and sensitive personal data.

If you volunteer with us, we may need to collect extra information about you, such as references, details of criminal records checks, details of emergency contacts, medical conditions, etc. This information will be retained for legal reasons, to protect us (including in the event of an insurance or legal claim) and for safeguarding purposes.

## **CCTV**

Our premises at RPT are protected by CCTV and you may be recorded when you visit us. CCTV is there to help provide security and to protect both you and RPT. CCTV will only be viewed when necessary (e.g. to detect or prevent crime) and footage is only stored temporarily. Unless it is flagged for review, our CCTV is recorded over on a rolling basis.

RPT complies with the Information Commissioner's Office CCTV Code of Practice and we put up notices so you know when CCTV is in use.

## **Information created by your involvement with RPT**

Your activities and involvement with RPT will result in personal data being created. This could include details of how you've helped us by volunteering or being involved with our campaigns and activities.

If you decide to donate to us, we will keep records of when and how much you give to a particular cause.

We use personal data to communicate with people, to promote RPT and to help with fundraising. This includes keeping you up to date with our news, events, campaigns and other service and fundraising information.

## **With whom might we share your information?**

We will **never** sell your personal data and do **not** share your data with any third-party organisation other than our database provider, who adheres to EU and GDPR regulations.

## **What do we do with your information?**

We employ a variety of physical and technical measures to keep your data safe and to prevent unauthorised use of, access to or disclosure of your personal information.

Electronic data and databases are stored on secure computer systems and we control who has access to this information (using both physical and electronic means). Our staff receive data protection training and we have a set of detailed data protection procedures which personnel are required to follow when handling personal data.

## **Internal research and analysis**

We may carry out research and analysis on our supporters, donors and volunteers in order to determine the success of campaigns and appeals, to better understand behaviours and responses and to identify patterns and trends. This can help inform our approach towards campaigning and make RPT a stronger and more effective organisation. Understanding our supporters, their interests and what they care about also helps us provide a better experience for our supporters.

We may aggregate and anonymise personal data so that it can no longer be linked to any particular person. This information can be used for a variety of purposes, such as recruiting new supporters or to identify trends or patterns within our existing supporter base. This information helps inform our actions and improve our campaigns, services and materials.

## How long do we keep hold of your information?

We will only use and store information for so long as it is required for the purposes it was collected. The length of time this information is stored depends on the information in question and why it was collected. For example, if you ask us not to send you marketing emails, we will stop storing your emails for marketing purposes (though we'll keep a record of your preference not to be emailed).

We periodically review what information we hold and delete what is no longer required, and we **never** keep payment card information for longer than it is required to process your payments.

## What are your rights?

We want to ensure you remain in control of your personal data. Part of this is making sure you understand your legal rights, which are as follows:

- you have the right to confirmation as to whether or not we have your personal data and, if we do, to obtain a copy of the personal information we hold (this is known as 'subject access request');
- you have the right to have your data erased (though this will not apply where it is necessary for us to continue to use the data for a lawful reason);
- you have the right to have inaccurate data rectified;
- you have the right to object to your data being used for marketing or profiling; and
- where technically feasible, you have the right to access personal data you have provided to us which we process automatically on the basis of your consent or the performance of a contract. This information will be provided in a common electronic format.

Please keep in mind that there are exceptions to the rights above and, although we will always try to respond to your satisfaction, there may be situations where we are unable to do so.

If you would like further information on your rights or wish to exercise them, please write to our Data Protection Officer at:

P3  
Eagle House,  
Cotmanhay Road,  
Ilkeston,  
Derbyshire, DE78HU

Should you wish to lodge a complaint with supervisory authority, please contact The Information Commissioners Office on 0303 123 1113.