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At Evie’s Gift we are committed to ensuring your privacy and the security of your personal information. We promise to respect any of your personal data that is shared with us, and to keep it safe. We aim to be clear about how, where and when we collect your data and not do anything with it that you wouldn’t reasonably expect us to.

Please read this statement to understand how your personal information may be used.

**Who we are:**

Evie’s Gift is a national charity that offers financial support to parents of children who have been hospitalised with life-limiting and/or life-threatening health conditions. We assist low-income families with food, travel and accommodation costs. Evie’s Gift is registered with the Information Commissioner in accordance with General Data Protection Regulations. As a charity, we rely on donations to support the families we work with. Our registered charity number is 1177460.

**Data Protection:**

As an organisation Evie’s Gift is registered with the Information Commissioner’s Office (ICO). The ICO is the UK’s data protection authority. The General Data Protection Regulation (GDPR) is a European-wide legal framework that replaces the Data Protection Act 1998 in the UK. The GDPR relates to people’s fundamental rights and freedoms concerning the control, processing and protection of personal data (identifiable to an individual). More information about the GDPR can be found on the ICO web site.

Privacy Notices like this describe how your personal information is treated in line with the requirements of the GDPR.

Under the definitions of the GDPR, Evie’s Gift is both a data controller and a data processor. This means we define the purpose and means of the processing of personal data, as well as undertaking this processing. We also work in compliance with other data protection legislation such as the Privacy and Electronic Communications Regulations (PECR), which governs the usage of emails and telephone numbers for marketing.

**What information do we collect and how do we use it?**

Personal information is any information that can be used to identify you. For example, it can include information such as your name, email address, postal address, telephone number, credit/debit card details, as well as information relating to your health. The kind of information we may collect from you, if you have applied to us for support, or if you are making a donation to us or registering for an event, might include:

* Your name
* Your contact details
* Your bank or debit/credit card details

This information is essential to enable us to process your application, donation or event payment.

We may ask for:

* Information relating to your child’s health (to ascertain eligibility for support)
* Demographic information such as your marital and employment status (which we can use to ascertain if there are other forms of support available)
* Health info and details of emergency contact (if you are taking part in an event)
* Your reason for donating

We may also ask for other information about you, such as age, gender, race, where you work, and your interests – this won’t be obligatory and helps us to understand our supporters better.

We may use your data to:

* Establish your eligibility for support
* Provide you with services, products, or information
* Process your donation or support your fundraising activity
* Keep a record of your relationship with us
* Ensure we are compliant with HMRC regulations
* Manage your marketing preferences

With your consent, or on a considered balance of legitimate interest, we may contact you to let you know about the work we do, and to ask for financial and/or non-financial support.

**Profiling and data sharing**

We may also use your personal information to create a profile of your interests and preferences, so we can contact you with information relevant to you. We may also make use of additional information about you, including demographic information - when it is available from external sources - to help us do this more effectively. This helps us understand our supporters and helps us to make appropriate requests for gifts to supporters who may be able and willing to give more than they already do. External sources might include publicly available information such as Companies House, newspaper articles, and biographies on professional networking sites.

**Do we sell or share personal details?**

We do not sell or share personal details about our supporters with third parties for the purposes of their own marketing. We will only share data with organisations that provide services to us connected with our fundraising activities, or where we have legal obligations such as HMRC, and we always ensure they are compliant with all relevant data protection legislation and regulations.

Your information may be shared with us by independent event organisers, for example, fundraising sites like Just Giving. These independent third parties will only do so when you have indicated that you wish to support Evie’s Gift, and with your consent. You may wish to check their Privacy Policy when you provide your information to them, to understand fully how they will process your data.

**How do we use financial information?**

If you are making a donation or payment via the Evie’s Gift website, we use partner organisations who are experts in their field. We use third-party partners to process payments and donations for us. Some of these partners may transfer data outside of the geographical area covered by GDPR, and in these instances all partners adhere to local data protection guidelines that are recognised as the equivalent to GDPR.

**How long will your personal information be kept?**

As a minimum, we will keep information about you for the required statutory periods, e.g. set out by HMRC with regard to Gift Aid, and in order for us to comply with the GDPR in relation to your consent to be contacted by us. We may keep information for longer than this for the purposes of reporting and analysis.

**The lawful reasons by which we process your personal data:**

We are only allowed to process personal data if our requirements meet specified legal bases, as defined by the GDPR. Example of these bases are outlined below in **bold**:

* If you make a donation, we will process your data within the parameters of our **legitimate interest** to do so – this data might include bank details, name and contact details, etc.
* If you tick any the contact preference boxes on our application or donation forms, or on our website, you are giving **consent** for us to use your personal data to get in contact with you about fundraising and other information, and also in ways outlined in this privacy notice.
* If you agree to Gift Aid a donation you have made, we will use the personal data you have provided under **legal obligation** to claim Gift Aid.
* We may contact you by email or phone if we feel you may be interested in supporting our work in some way, based on a consideration of a balance of **legitimate interest.**
* If you make a purchase from our website, we may use your personal data under **contract** to you to complete the purchase.

The full definitions of these specified legal bases can be found [**here**](https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/)**.**

**Your rights regarding access to your data:**

The GDPR sets out specific rights that people have in relation to their data. The information contained in this Privacy Notice is an important part of those rights – describing the personal data that we collect, how it will be used, and on what lawful basis. The accuracy of your personal information is very important to us. If you find that they are incorrect or need updating, please contact the Chairman on 07939 541289 or email the manager at [**manager@eviesgift.org.uk**](mailto:manager@eviesgift.org.uk).

The GDPR also permits you certain other rights:

* to request access to your personal information
* to request that we erase your personal information
* to request that we restrict processing of your personal information (e.g. while a query is resolved concerning your data)
* to object to any processing of your personal information
* not to be subject to any individual decision based on solely automated processing

Should you need to do so, you also have the right to lodge a complaint with the supervisory authority for data protection – which in the UK is the Information Commissioner’s Office.

**Contacting Evie’s Gift**

In the event you need to contact us regarding any data protection matters, you can do this here:

* Email: [**info@eviesgift.org.uk**](mailto:info@eviesgift.org.uk)
* Telephone: 07939 541289
* Post: 2 Farmhouse Court, Melksham, Wiltshire, SN12 6FG

We hope that this Privacy Notice is helpful in explaining our use of your personal information, and the rights that you have under the General Data Protection Regulation. The accuracy and security of your data is important to us; please contact us if you have any questions.

You can let us know at any time if you would prefer not to receive marketing from us, by emailing info@eviesgift.org.uk, calling **07939 541289**, or writing to:

**Bryan Clover, 2 Farmhouse Court, Melksham, Wiltshire, SN12 6FG**

**This Privacy Notice is subject to updates and alterations on a periodic basis, or as legislation changes. It will be reviewed annually to ensure all the information herein remains accurate and relevant. (April 2023)**