



Road Victims Trust

PRIVACY POLICY

Ratified: 28/05/2018

Review: 27/05/2019

Road Victims Trust – Privacy Policy

The Road Victims Trust is a Registered Charity with the Charities Commission that provides free emotional and practical support to all persons affected by a road death across Bedfordshire, Cambridgeshire and Hertfordshire.

Our Registered Charity numbers is 1142336. The Trust is also a Company Limited by Guarantee- registered number 7591489

We strive for the highest possible standards in the services that we provide and in our fundraising. We are registered with the Fundraising Regulator and are committed to complying with its Fundraising Promise.

This Privacy Policy has been written to comply with the General Data Protection Regulation (GDPR) that comes into effect on May 25th 2018.

Information we obtain about you directly

This covers information that you have chosen to tell us directly yourself, or information that is supplied to us by another party. This may cover a wide range of scenarios, for example you are receiving the services and support of the Road Victims Trust or you are choosing to support us in some way. When you get in touch with us to make a donation, request information or support us in any other way, we may process the following types of personal information about you:

- Name
- Contact details (e.g. address, landline and mobile number, email address).
- Your interactions with Road Victims Trust. Examples of this being details of your donations and any donation history. This may also include your responses to our communications; information you've shared with us about why you have supported us; events, meetings and fundraising activities you've taken part in or shown an interest in.
- Financial information.
- The country you are in.
- Date of birth.
- Any preferences about your interests and how you like to be contacted.

Typically we do not ask you for sensitive personal data but there may be a clear reason for us to do so. Examples being if you are receiving the support of our Counselling Services. However we may need to ask for sensitive information about your health, for example, if you are participating in an event. You may also wish to share information about your health if you decide to speak out about your experiences of why and how you were introduced to the Road Victims Trust. If you do, we will always treat it sensitively and ask you on every occasion if you are still willing to share it further in the form of case studies or media interviews.

Information you give to us indirectly

This covers information that you don't share with us directly but that is shared with us by other organisations with your permission. This will be the case where Police Officers and Staff from Bedfordshire, Cambridgeshire and Hertfordshire Police pass your details to us after a road collision.

This might also happen if you have used independent fundraising platforms (e.g. JustGiving or Virgin Money Giving). We'll only receive your information from these companies if you have given permission for them to share it with us.

We may also record and share information that you have shared with us publicly on social media (e.g. Facebook or Twitter). We may on occasion use your email address to communicate with you via social media sites, where you have provided us with that address.

If you have provided consent for another organisation to share your personal information with us, but you no longer wish to hear from us, you can change your mind at any time. Just contact us using the e-mail address- enquiries@rvtrust.co.uk

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Information about you obtained from third parties

This covers information that has been shared with us about you by someone else, for example from a friend who wants to send a gift or donation in your name.

How do we use your information?

We may use the personal information we collect to:

- Provide you with the information, service or product you have asked for.
- Administer any donation you have given us, support your fundraising and process Gift Aid.
- Let you know about the work of the Road Victims Trust and how your support makes a difference, as well as ways you can get involved and help to support our work.
- Comply with legal and regulatory requirements and protect against fraud.
- Ensure security and detect and protect against fraud.
- Further our charitable aims.

Your information is only used if we have legal grounds to do so which might be because you have provided consent; it is necessary to allow us to deal with your request, enquiry or purchase; we have a legal or regulatory obligation to do so; or the information is being used legitimately to further our charitable aims.

Who we share your personal information with

We do not swap, sell or rent your personal information to anyone.

As part of our day-to-day work, we may engage service providers who operate on our behalf. In these circumstances, they will only have access to the personal information they need to fulfil that service and will only use that information for the purposes for which they have been instructed by us. Examples of service providers include a printer who is personalising the communications we send to you or a payment provider who processes donations for us.

If we are asked to share your details with *other* organisations that aren't our service providers, we will only do so if: we have your permission; we have a legal or regulatory obligation to do so; we need to enforce any agreements we have with you or investigate any complaints; we need to protect the rights, property and safety of the Road Victims Trust and its supporters.

Where we store your data

Your personal information will be stored in the UK.

How long we keep your personal information

The Road Victims Trust operate with the support of so many friends and supporters. Without this support we simply wouldn't exist. We truly value every interaction with you. This history together is very important to us but we realise that you may choose to have a break from supporting the Road Victims Trust.

Therefore, if we don't hear from you at all after 3 years we will stop marketing to you and after 5 years of inactivity we will treat your data in accordance with our data retention policy which may mean deleting or archiving it. Please also be assured that we never store credit card details under any circumstances.

You have the right to request that we delete your details at any stage.

By Post: Road Victims Trust, 146 Bedford Road, Kempston, Beds MK42 8BH

By Phone: 01234 843345

By e-mail- enquiries@rvtrust.co.uk

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Your rights and how to make a complaint

You have the right to opt-out of marketing and fundraising communications and you can change your contact preferences at any time.

You can also click on the 'unsubscribe' button on all marketing and fundraising emails to opt-out of receiving future communications from us by email.

You may have the right to request access to, or deletion of, personal information we hold about you. You may also be able to restrict how we use your information. Please contact us if you would like to exercise any of these additional rights and we will assess your request on a case by case basis in line with Data Protection Law.

If you have a complaint about how we use your personal information, please contact us. If you are not satisfied with our response, you may lodge a complaint with the Information Commissioner's Office.

Cookies and On-line privacy

Cookies

Cookies are small data files which are sent to your web browser and stored electronically. They act as your personal identity online. This information is used by us to track visitors to our websites and to compile statistical reports on website activity. You can set your browser not to accept cookies and the following website tells you how to remove cookies from your browser: www.cookiesandyou.com

What cookies are used on our websites?

Google Analytics

We use Google Analytics to track visitors to our website. For example, it allows us to view data on how many people are browsing the website on a mobile device so we can seek to improve their online browsing experience. Whilst Google Analytics allows us to track your progress through our site we are not able to track you directly – only that an unidentified user has accessed content.

Visit Google's website for information on opting out of services and changing your privacy settings.

Social media (Facebook and Twitter)

We use the sharing tools and widgets for the above social media platforms. These widgets give you the functionality to post, share, and email content on the website to a friend. If you have a cookie stored already with one of the social media platforms (for example, if you're logged into Facebook) our website will recognise this, saving you the trouble of having to login again.

Other websites

Our websites contain links to websites operated by third parties. The Road Victim's Trust has no control over such third party websites and accordingly cannot be responsible for the protection of any personal information that you may provide while visiting such websites.

Your choices

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct communications from us about news or other opportunities then you can unsubscribe at any time.

We will not contact you for marketing purposes by email, phone, post or text message unless you have given your prior consent. You can change your marketing preferences at any time by emailing us at enquiries@rvtrust.co.uk or by calling 01234 843345