

Believe Organ Donor Support (“we”) is committed to keeping the data you share with us safe and secure. Our aim is to be open and transparent about how we keep and use your information. The details you share with us will be used to better inform what we do and make sure you receive the information you want.

We keep our promises

We promise not to sell your data to any third party organisations and will only ever share it in the right legal or exceptional circumstances. Please see the section below on ‘Sharing your data’ for more information.

Having a better understanding of our supporters through their personal information allows us to make better decisions, fundraise more efficiently and, ultimately, helps us to reach our goal of educating and helping spread the word on organ donation, support those people involved, and break down the taboo around organ donation to get people talking.

We now have an ‘opt-in only’ policy for marketing materials which means that we will only send marketing communications to people who have said they are happy for us to do so via their preferred channel(s) (email, text, phone or post).

Our marketing communications include information about our support to individuals affected by organ donation, fundraising and the difference we make. If you would like to receive these communications but have not opted in please contact us on email fundraising@believeods.org.uk.

Who are we?

Believe Organ Donor Support is a registered charity (no. 1167626) based in Cardiff that educates and helps spread the word on organ donation, supports those people involved and breaks down the taboo around organ donation to get people talking.

Our registered address is: 11 Park Square, Newport, NP20 4EL

Where do we collect information about you from?

Directly

You might give us your information to sign up for one of our events, tell us your story, make a donation or volunteer with us. We are

responsible for your data at all times. For people we support, you might also give us your information so that we can provide support to you or your family. We are responsible for your data at all times.

Indirectly

Your information might be shared with us by independent event organisers, for example, the Cardiff Half Marathon or fundraising sites like JustGiving. These third-party organisations will only do this if you've said that you're happy for them to do so. You should check their Privacy Policy when you provide your information to understand fully how they will use your data.

Through another organisation/company

You might have given permission to another organisation to share your data with third parties, including charities like us. This could be when you bought something, registered for an online competition or signed up with a comparison site.

Depending on your settings or the privacy policies for social media and messaging services like Facebook, WhatsApp or Twitter, you might give us permission to access information from those accounts or services.

The information we get from other organisations may depend on your privacy settings or the responses you give, so you make sure you check them.

Available through public means

We may use information about you that we've found in places such as Companies House and that which has been published in articles/newspapers.

We may combine information you provide us with information available from external sources in order to gain a better understanding of our supporters to improve our fundraising methods, products and services.

Through websites and/or apps

Please see the section below on 'What are cookies and how do you use them?'

E-communications

When signing up for our e-newsletters, we often use an e-mail provider called Mailchimp. This allows us to contact supporters on our database in an efficient way and means we can make our emails look

more attractive for our supporters. When signing up for one of these newsletters, please be aware that Mailchimp tracks who the emails have been sent to, who opens them and who visits the Believe Organ Donor Support website.

What personal data do we collect and how do we use it?

The type and quantity of information we collect and how we use it depends on why you are providing it.

Supporters

If you support us, for example, make a donation, volunteer, register to fundraise or sign up for an event, we will usually collect:

- Your name
- Your contact details
- Your date of birth

Where it is appropriate we may also ask for:

- Information relating to your health (for example if you are taking part in a high-risk event)
- Why you have decided to donate to us. We will never make this question mandatory, and only want to know the answer if you are comfortable telling us

We will mainly use your data to:

- Provide you with the services, products or information you asked for
- Administer your donation or support your fundraising, including processing Gift Aid
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Understand how we can improve our services, products or information

We may also use your personal information to detect and reduce fraud and credit risk.

Direct Marketing

With your consent, we will contact you to let you know about the progress we are making and to ask for donations or other support. Occasionally, we may include information from partner organisations or organisations who support us in these communications. We make it

easy for you to tell us how you want us to communicate, in a way that suits you.

Our forms have clear marketing preference questions and we include information on how to opt-out or opt-in when we send you marketing. If you don't want to hear from us, that's fine. Just let us know when you provide your data or contact us via email on fundraising@believeods.org.uk

We do not sell or share personal details with third parties for the purposes of marketing. But, if we run an event in partnership with another named organisation your details may need to be shared. We will be very clear about what will happen to your data when you register.

Families and individuals supported by Believe Organ Donation

If you or your family receives support from Believe Organ Donor Support we will collect information about you:

- Your name
- Your contact details
- Your DOB

We appreciate and understand that this information about you or your family is sensitive personal data. The grounds for the storage and processing of this data is that of the legitimate interests of a not-for-profit body as we require this data to inform and administrate our services. We store any sensitive personal data on a secure password-protected database, and the data can only be accessed or processed by a limited number of authorised and trained staff.

What happens if you share your story

Some families choose to tell us about their experiences with Believe Organ Donor Support to help further our work and raise awareness of Believe Organ Donor Support. This may include them sharing sensitive information related to their health and family life in addition to their biographical and contact information.

If we have the explicit and informed consent of the individuals, or their parent or guardian if they are under 18, this information may be made public by us at events, in materials promoting our campaigning and fundraising work, or in documents such as our annual report.

How do we keep your information up to date?

We will endeavour to keep your information up to date. 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 and information provided to us by other organisations as described above.

We would really appreciate if you could let us know if your contact details change.

Sharing your data

We do not sell or share personal details with third parties for the purposes of marketing. We will only share your details with third party organisations when it's necessary to;

- Provide you with the services you've asked for (we will make sure you're happy for us to do this before anything happens and will explain who we are sharing the data with.
- Administer your participation in an event or fundraising activity.
- Comply with Health & Safety regulation

If we ever need to share data for these purposes, we will always take the utmost care, to make sure only essential data is shared, and that it's done securely and safely.

Exceptional circumstances

Believe Organ Donor Support may be required to share your details in exceptional circumstances, for example, to comply with code of professional conduct or where legally required by the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

How do we keep your data safe and secure?

We make sure that appropriate measures and controls are in place to protect your personal details. We undertake regular reviews of who has access to information that we hold, to make sure that your information is only accessible by appropriately trained staff, volunteers and partners.

Before we use any external companies to collect or process personal data on our behalf, we will do comprehensive checks. We will always put a contract in place that sets out our expectations and requirements, especially how they manage the personal data they have collect or have access to.

Suppliers who run their operations outside the European Economic Area (EEA) are not subject to the same data protection laws as companies based in the UK. However, if we ever choose to use a supplier based outside of the EEA, we will make sure they provide an adequate level of protection in accordance with UK data protection law.

Finding out what data we have about you, how to make changes to it and asking us to stop using your information

You have a right to ask us to stop processing your personal data, and if it's not necessary for the purpose you provided it to us for (e.g. processing your donation or registering you for an event) we will do so. Contact us at fundraising@believeods.org.uk if you have any concerns.

You have a right to ask for a copy of the information we hold about you. If there are any discrepancies in the information we provide, please let us know and we will correct them.

If you want to access your information, send a description of the information you want to see and proof of your identity by email to fundraising@believeods.org.uk

Policy updates

We will continue to ensure this policy is as up to date as possible so from time to time, we may update it.

Last updated: October 2023