

Privacy Notice – NOC Donors and fundraising

NOC privacy notice for donors and fundraising

Purpose

This statement explains how The NOC processes the personal data of its donors and fundraising contacts.

We are a "data controller" for the purposes of the Data Protection Act 2018 and the EU General Data Protection Regulation 2016 ("Data Protection Law"). This means that we are responsible for the processing of your personal information.

What is the legal basis for NOC processing your personal information?

We have a basis to use your personal information if it is reasonably necessary for us to do so and in our "legitimate interests". Whenever we process your personal information under the 'legitimate interest' lawful basis we make sure that we consider your rights and interests and will not process your personal information if we feel that there is an imbalance.

Some examples of a legitimate interest are when we:

- process your registration to an event, or when you apply to volunteer
- claim Gift Aid to boost your donation
- improve our services, for our legal purposes (for example, dealing with complaints and claims), or for complying with Charity Commission guidance
- contact prospective company and trust supporters by email, phone and post to find out more about their giving policies, make them aware of NOC, and opportunities to support us or for us to apply for their grants
- contact prospective supporters by post where information in the public domain indicates possible interest in supporting NOC
- contact people who have previously supported NOC where there is reason to expect they may wish to support again
- use your personal information for data analytics
- conduct research to better understand who our supporters are

What personal information does NOC process?

Personal information includes your name, email, postal address, telephone number, as well as information you provide in any communications between us. We will mainly use this information:

- To process your donations, to claim Gift Aid, and verify any financial transactions.
- To update you with important administrative messages about your donation, an event or services or goods you have requested.
- To comply with the Charities (Protection and Social Investment) Act 2016 and follow the recommendations of the official regulator of charities, the Charity Commission, which require us to identify and verify supporters who make major gifts so we can assess risks.
- To keep a record of your relationship with us.
- To invite you to participate in surveys or research.
- Where you volunteer with us, to administer the volunteering arrangement.

If you do not provide this information, we will not be able to process your donation, sign you up for a particular event or provide goods and services you have requested. We may also supplement the data you have provided with your job title and employer name if you have provided this to us or it is in the public domain. We may also use your personal information to contact you about our work and how you can support NOC (see section 8 on 'Marketing' below for further information). We sometimes receive limited data about children if they decide to fundraise for us, and we will collect data about children for events we organise specifically for young people or where they agree to volunteer for us. Wherever possible, we will ask for consent from parents to collect information about children and young people under the age of 16.

How do we collect information about you?

When you interact with us directly: This could be if you ask us about our activities, register for an event, donate, ask a question, purchase something, complete a survey, apply for a volunteering opportunity, or otherwise provide us with your personal information. This includes when you phone us, write to us by post or email or meet us in person.

When you interact with us through third parties: This could be if you provide a donation through a third party we work with, such as Just Giving.

When you visit our website: We gather general information which might include which pages you visit and which information is of most interest. We may also track when you click on links in emails. We use "cookies" to help our site run effectively (see 'Cookies' policy).

From other information that is available to the public: To tailor our communications with you we may collect information from publicly available sources or through third party subscription services or service providers (further details below – see 'Making our work unique to you').

Making our work unique to you – research and profiling

To improve how we talk to you and the information we provide through our website, services, products and information we may conduct our own research using publicly available information about you. We may also work with third party organisations who provide additional insight, this may include wealth screening information or general information that is publicly available. This information can be appended to the information that you have provided which allows us to use our resources more effectively by better understanding the background of our supporters and making appropriate requests based on what may interest them and their capacity to give. We may carry out targeted fundraising activities using profiling and screening, based on the information that we hold about you.

You can of course opt out of this activity at any time by emailing giving@noc.ac.uk

Marketing

We will send you information by email about our work and how you can help us to protect and understand the oceans. As well as sharing our latest news, we will contact you about events and fundraising for NOC, our campaigns, and the many ways you can shape our work.

You can stop us sending you email communications at any time by clicking the unsubscribe link at the bottom of the email. This can take up to 28 days to take effect.

We will only contact you about how you can support NOC by phone, if you have agreed for us to contact you in this manner, or if you are an existing donor.

However, we may send you information about our work and how you can support NOC by mail unless you have told us that you would prefer not to hear from us in that way.

To opt out of postal mailings, or telephone contact, please email giving@noc.ac.uk.

Who has access to data?

The personal information we collect about you will be used by our staff (and volunteers, including Trustees and Ambassadors) at NOC so that they can support you.

We will never sell your personal information to other organisations. Nor do we sell any information about your web browsing activity.

We may employ a consultant to guide us in appropriate fundraising best practice and advise us on donation amounts for fundraising appeals. Consultants would be provided with the above categories of data, where possible made anonymous by excluding names and emails, in order to ascertain your ability to donate.

We may disclose your information if required to do so by law (for example, to comply with applicable laws, regulations and codes of practice or in response to a valid request from a competent authority); or, to enforce our conditions of sale and other agreements

Do we use any data processors?

NOC may however share your information with our trusted partners and suppliers who work with us or on our behalf to deliver our services, but processing of this information is always carried out under our instruction. Some examples of where we may share your information are with our fulfilment partners who help to create and

send information to you to reduce our costs, or process Gift Aid for us. We enter contracts with these service providers that require them to comply with Data Protection Laws and ensure that they have appropriate controls to secure your information. We make sure that they store the data securely, delete it when they no longer need it and never use it for any other purposes.

Other Data processors with whom we may share information are the database and payment services system providers we use to manage your data and handle donations and other payments. These data processors maintain their own rules and policies for the management of the data we provide as presented on their web pages as follows:

- Donorfy database provider (see www.donorfy.com/data-protection)
- HubSpot database provider (see <https://legal.hubspot.com/privacy-policy>)
- Stripe payment portal (See www.stripe.com/gb/privacy)

How does NOC protect data?

We take looking after your information seriously. The NOC has appropriate physical, technical and organisational measures to protect the personal information we have under our control, both on and off-line, from improper access, use, alteration, destruction and loss.

Unfortunately, the transmission of information using the internet is not completely secure. Although we do our best to protect your personal information sent this way, we cannot guarantee the security of data transmitted to our site.

The NOC does not process your card or bank details when making donations through our website. Any debit or credit card details which we receive on our website are passed securely to **Stripe** our payment processing partner, according to the Payment Card Industry Security Standards. See www.stripe.com/gb/privacy. Please note that payments made indirectly, for example through Just Giving, have Separate Terms (Donations made through Just Giving have their own Terms and Privacy Policies (see www.justgiving.com)).

How long does NOC keep data?

We only keep it as long as is reasonable and necessary for the relevant activity, which may be to fulfil statutory obligations (for example, the collection of Gift Aid).

Your rights as a data subject

You have various rights in respect of the personal information we hold about you – these are set out in more detail below. If you wish to exercise any of these rights or make a complaint, you can do so by contacting governance@noc.ac.uk. You can also make a complaint to the data protection supervisory authority, the Information Commissioner's Office, <https://ico.org.uk/>

Access to your personal information: You have the right to request access to a copy of the personal information that we hold, along with information on what personal information we use, why we use it, who we share it with, how long we keep it for and whether it has been used for any automated decision making. This is free of charge

but please make all requests for access in writing and provide evidence of your identity.

Right to object: You can object to our processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes. Please contact us as noted above, providing details of your objection.

Consent: If you have given us your consent to use personal information (for example, for marketing), you can withdraw your consent at any time.

Rectification: You can ask us to change or complete any inaccurate or incomplete personal information held about you.

Erasure: You can ask us to delete your personal information where it is no longer necessary for us to use it, or you have withdrawn consent, or where we have no lawful basis for keeping it.

Portability: You can ask us to provide you or a third party with some of the personal information that we hold about you in a structured, commonly used, electronic form, so it can be easily transferred.

Restriction: You can ask us to restrict the personal information we use about you where you have asked for it to be erased or where you have objected to our use of it.

No automated-decision making: Automated decision-making takes place when an electronic system uses personal information to make a decision without human intervention. You have the right not to be subject to automated decisions that will create legal effects or have a similar significant impact on you, unless you have given us your consent, it is necessary for a contract between you and us or is otherwise permitted by law. You also have certain rights to challenge decisions made about you. We do not currently carry out any automated decision-making. Please note, some of these rights only apply in certain circumstances, where one of your rights does not apply, we will communicate the reason to you.

For further information about our privacy practices, please contact governance@noc.ac.uk

About this Privacy Notice

From time to time, we may need to change this privacy notice, for example, if we introduce new data into our business processes supporting donors. We will inform you when a new privacy notice is published.

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