

ETATU

PRIVACY STATEMENT

We rely on and value the help of our dedicated supporters. We process your personal data for the purposes of achieving our charitable objectives, fundraising, administration and marketing activities. Protecting your data is a key concern of ours and Etatu strives to ensure that we defend your right to privacy. We hope that this privacy notice is easy for you to understand, and is clear about how you can choose to hear from us.

In this notice, all references to "we," "us" or "Etatu" collectively refer to Etatu, Charity Registration Number: 1148978 and Registered Company: 8130320.

This privacy notice sets out how Etatu collects, uses and stores personal data and has been written in accordance with the Data Protection Act 1998, Privacy and Electronic Communications Regulations 2003 and the General Data Protection Regulation.

If you have any questions regarding this privacy notice, please [contact us](#) at Etatu, 1 Nova Quarter, Street, Somerset, BA16 0FT or email info@etatu.org.uk

What data do you collect about me?

Personal information means information that can be used to identify you such as, your name, title, phone number, e-mail address or mailing address.

We collect information about supporters, fundraisers, local campaigners, donors, volunteers and others involved or interested in our work.

We collect information:

1) When you give it to us directly:

You may give us personal information when you sign up to our newsletter, make a donation, sign a petition, attend an event, take an email action, send a letter or e-mail, enquire about volunteering or visit Msambweni.

If you donate we may also ask for your bank or credit card details (which are stored under strict PCI compliant regulations.) We may also check if you're over 16 – and if you are under 16 we will safeguard your data even more carefully by requesting consent from a parent or guardian to collect information about you and continue to contact you.

2) When you give it to us indirectly:

We may get your personal information via a fundraising platform such as Virgin Money Giving or JustGiving, if you've told them you are supporting Etatu and with your consent.

3) Social media

We may get information about you from your social media account. For example, if you've signed into our website with your Facebook account.

4) Website:

We use cookies to help us improve the functionality and performance of our website. Cookies are text files that save information about how you use our website and allow us to improve your experience, e.g. keeping you signed in.

You can browse our website without giving us any personal information. We use Google Analytics that help us understand how visitors are using our site. While we don't collect personal information from this service, Google receives information through your use of our site. These are anonymous, aggregate statistics, and we do not find out the identities of website visitors.

5) Newsletters: We also collect information about how you respond to emails. For example, we are able to determine whether you open our email newsletter or not. We do this via our third party e-marketing service (Campaign Monitor.)

How do you use my information?

The data outlined above is collected so we can work most efficiently on achieving our aims and objectives. The information enables us to make informed decisions, fundraise most effectively and give you an improved experience when you use our website and read our communications. What we send you includes general news and newsletters about Etatu and our work, our achievements, fundraising initiatives, events or children you sponsor. We may contact you to seek information, to check our records are correct, to answer an enquiry from you, to help carry out any obligations arising from our work or to thank you.

We will never sell, give or share your details to any third parties. We are committed to making it easy for you to change your communication preferences. We always respect your preferences and endeavour to send you information that suits you, in the format you prefer.

- Enquiries – If you provide data on an online form in order to register your interest or request to join our newsletter mailing list, we use your personal information to respond to your questions and deal with your request.

- Donations – we use your information to process, acknowledge and keep a record of any donations you make. We also use it to claim Gift Aid if you've selected this option. We keep the history of your support to date so we can best acknowledge your continued help.

- Marketing – We use direct marketing by e-mail to let you know what Etatu is doing and how your support can help people in Msambweni. We may use it for appeals or to ask for other support. Our updates include latest developments, articles, event invitations, together with requests for your action for a particular campaign. We send these communications on the basis of it being within our legitimate interests to do so or if you've consented to receive them. Please see the "What is your legal basis for processing personal data?" section below for more information on this.

We will send this by post only if you have specifically given us your permission to do so.

We use a third-party provider, Campaign Monitor, to deliver our newsletters and bulk e-mail. In helping us to monitor and improve our communication with you they use industry standard technologies. For more information about their GDPR compliance please see <https://campaignmonitor.com>

Our email newsletters include options to unsubscribe or to update your preferences in the footer of each email.

- Social media – We may repost or share your posts on social media if they relate to Etatu and our work, and respond to questions, queries or comments left on our social media channels and may use information found on your profile to help us answer these. We'll never ask for personal or sensitive information.

- Website - Our website contains links to information on other websites. We cannot be responsible for the protection and privacy of any information that you provide while visiting websites that we do not control. Those sites are not governed by this privacy policy and if you have any questions about how a site uses your information, you'll need to check that site's privacy policy.

Our website may use sharing buttons which share our web pages to social media platforms. Social media platforms may track these shares through your accounts.

- Legal – We may keep your information on file in order to comply with legal and regulatory obligations.
- Improve our charity – Your data is also used to analyse our campaign performance and fundraising appeals, and find out how best to improve our services and information.

Who can access my data?

Your information is accessible only by authorised or designated staff. Occasionally a volunteer may have access to or use your data for a particular purpose in line with our charitable purposes. We regularly review who has access to your information, and all staff and volunteers are trained in adhering to our data protection policy.

Etatu does not share personal information with anyone outside the UK or allow them access to any data stored electronically. Staff in Kenya pack and stamp pre-addressed envelopes for seasonal greetings cards; the envelopes are posted together, immediately, and not held by anyone. These are sent only to donors who have given us their permission to contact them by post.

We use other companies to help us manage and store personal data and to carry out certain activities on our behalf. Our main data processors are listed below, but we may enlist the services of others from time to time:

- Charity Checkout – our on-line donor database
- Campaign Monitor – our direct e-marketing platform
- Go Cardless – our Direct Debit processor
- Pay Pal – our card processor

We'll only disclose your personal data to third parties without your consent, when we have to by law, for example to authorised statutory agencies or authorities.

How do you keep my information safe?

We have several robust technical solutions in place to keep your data safe.

- Our entire site is served over SSL. This ensures that forms you fill out are sent to us encrypted.
- All of our payment providers are PCI compliant which means they conform to a strict security policy for processing cardholder information.
- Our database has permissions based access and only authorised personnel can view our supporter data.
- Our website has password access for use only by authorised personnel.

Please note that while we do our utmost to ensure that good security practices and technologies are in place to protect your data, the security of information sent over the internet cannot be guaranteed and may be illegally intercepted or changed after it has been sent.

How long do you keep my information for?

We keep your information only as long as it's necessary. For example, we keep your financial data for at least seven years as per legal duty.

If you request to receive no further contact from us, we will keep some basic information about you on our suppression list so that we can avoid sending you unwanted materials in the future.

What is your legal basis for processing personal data?

In order to comply with data protection regulations, Etatu must have a legal justification for collecting and using your information. Our legal basis for processing your personal information falls into one of the following categories in almost all cases:

- Where you have provided consent – e.g. to send you direct marketing by e-mail.
- When processing is necessary to comply with a legal obligation, such as processing a gift aid declaration.
- When using your information is necessary to carry out an agreement with you for example to send you a letter written by someone you sponsor
- When it falls under our legitimate interests to contact you – such as in order to raise funds or promote our campaigning objectives. If we do this, we will ensure that the processing is not likely to be too intrusive, or excessively infringe upon your rights.

Our legitimate interests include:

- Charity governance: including delivery of our objectives and charitable purposes, statutory and financial reporting and other regulatory compliance.
- Administration and management: including providing information and services, responding to solicited enquires, research, the administration of volunteers and employment and recruitment requirements.
- Fundraising, campaigning and marketing: including administering campaigns and donations, and sending direct marketing and thank you letters by post.

How can I access or change my personal data?

You can change or delete your personal details and/or contact preferences at any time. Please contact us at Etatu, 1 Nova Quarter, Street, Somerset, BA16 0FT or info@etatu.org.uk and we will act on it within 30 days of your request.

You can unsubscribe from our mailing list at any time by clicking the unsubscribe link at the bottom of any of our e-mails.

Your consent and your data protection rights:

By using our website and by giving us your information you consent to the collection and use of the information you provide to us as outlined in this Privacy Policy.

- You can request any information we hold on you by emailing us at info@etatu.org.uk. We are happy to supply any information you ask for as soon as possible in writing, but this may take up to 30 days. We will also ask for proof of identity.
- You also have the right to ask us to stop using or to restrict the processing of your personal data in certain cases, e.g. where it's not needed to do what you provided it to us for, or if there is some disagreement about its accuracy or legitimate use.
- You can withdraw your consent for us processing your data at any time (where such processing is based on consent e.g. to send you electronic direct marketing.)
- If you believe our records are inaccurate you have the right to ask for those records concerning you to be updated. To update your records, please get in touch with us using the details above.
- In some cases, you have the right to be forgotten (i.e. to have your personal data deleted from our database or transferred to another organisation ("data portability.") Where you have requested that we don't send you marketing materials we'll need to keep some limited information in order to ensure that you're not contacted in the future. Your details on The Suppression List on Campaign Monitor are the best way of us ensuring we do not send you unwanted e-mails.

Jacque Lindgren is our data protection lead. You can contact her at info@etatu.org.uk if you have any queries about data protection. If you've any concerns about the way your data is being gathered or used or if you'd like to make a complaint please contact us. You're also entitled to make a complaint to [the Information Commissioner's Office](#) and [the Fundraising Regulator](#).

When do you update this notice?

We will amend this privacy notice whenever necessary. We will make it clear on our website if we make any significant changes in the way we treat your personal information.

We have made this privacy policy as comprehensive as possible, but it does not include an exhaustive list of all aspects of our collection and use of personal information. We are happy to provide further information about our procedures, so please do get in touch. If you have any questions or feedback about our privacy policy, please let us know by [contacting us](#).

Data breach

In the unlikely event that our systems are breached, we will inform the ICO immediately and adhere to their guidelines.