



## Privacy Policy

Jane Tomlinson Appeal ("We") is committed to protecting your personal information whether you are a supporter, volunteer or beneficiary. We promise to be transparent in what personal information we hold about you and not to do anything with it that you wouldn't reasonably expect.

Developing a better understanding of our supporters through their personal data allows us to fundraise more efficiently and ultimately improve the lives of more children and the lives of people who are affected by cancer.

In May 2018 we will be going to an opt-in only communication policy. This means that we will only be sending marketing communications to those that have given their permission for us to do so. Our marketing communications include our fundraising promotions, newsletters and grant and services updates.

If you have any questions about our privacy policy please contact our data protection officer at our registered address of Unit 5 Madison Court, Quayside Business Park, George Mann Road, Hunslet, Leeds, LS10 1DX or email [info@janetomlinsonappeal.com](mailto:info@janetomlinsonappeal.com).

## Who we are

Jane Tomlinson Appeal is a registered charity in England and Wales the charity number is 1113894. Run for All Limited is a wholly owned subsidiary of Jane Tomlinson Appeal and trades on its behalf. Run for All Limited is a registered company in England and Wales number 05701790. Run for All do not share your data with Jane Tomlinson Appeal unless you have given permission and they protect your data in accordance with the General Data Protection Act 2018. For more details on their privacy policy visit [www.runforall.com](http://www.runforall.com)

## What's included in the policy?

- What information the Jane Tomlinson Appeal may collect about you
- How we will use this information
- How you can change your preferences
- Getting access to the personal data we hold about you
- Other websites
- Changes to our privacy policy

## What information do we collect about you?

Personal information is any information that can be used to identify yourself. We will only ever collect the information that we need to complete the action you have asked us to take or to improve our services.

Personal information: This information includes name, postal address, phone number, email address, date of birth (where appropriate), social media links, links to online giving pages, and t-shirt size.

Non personal information: This information is collected for analytical purposes to understand how our social media, email marketing and websites are used. We may also collect information about your interests on social media, so that we can tell you about events you may be interested in. In this case we will only use publicly available information, in instances such as Facebook boosts.

We also use cookies on our website. Please view our cookie policy for further details.

### **How will we use this information?**

We will use the information you provide to:

- Fulfil the purpose of you providing the information; such as registering you for an event, communicating event details and sending fundraising materials including fundraising t-shirts.
- Process sales transactions, donations, or other payments and verify financial transactions. We would also use your details to send you a receipt.
- Process gift aid claims if applicable.
- Record any contact we have with you
- Ensure we record your preferred contact methods
- Communicate with our supporters
- If you opt-in we would send direct marketing to you with information that may be of interest to you.
- Support a volunteer in their role, including looking after their welfare with information such as emergency contact details.
- Suppress your details if you request no further contact. This will not delete your information but suppresses it to ensure that you no longer receive marketing communications if you continue to engage with our activities.
- Comply with any legal obligations.

We will also process your data on the basis of legitimate interests for internal processing. This will allow us to fundraise more effectively and create better communications. All data in this process would be anonymised.

We will also use legitimate interest to contact you by post or phone about our fundraising activities if we believe you will be interested. We will carry out a legitimate interest assessment and take into consideration your rights, interests and freedoms.

You are not obliged to provide us with any personal information. However please be aware that not doing so may mean that we are unable to provide the services that you request.

We will never sell or trade your personal information. We may disclose some personal information to our trading subsidiary or affiliated companies if they require it to complete a service they are providing. They will be contractually required to act in accordance with the General Data Protection Act. We may also disclose your information if we are contracted to do so by law.

If you have signed up to support us through a third party website and event, your information will be passed on to us so that we can steward you through your event and fundraising. Your personal information will be shared with us according to the third party websites privacy policy. Once we hold your information we will protect it according to this policy.

## How long does your consent last and how to opt-out?

The consent you provide will last until there is significant change in circumstances as to how the Jane Tomlinson Appeal needs to contact individuals or what we choose to contact you about.

However we will only ever send you direct marketing information if you have opted-in to receiving it. You have a right to opt-out at any time. All direct marketing material will contain details of how to opt-out and we promise to make it simple to do so.

If you would like to opt-out of receiving direct marketing communications, you can do so by contacting us directly.

By phone: 0113 826 7765

By email: [info@janetomlinsonappeal.com](mailto:info@janetomlinsonappeal.com)

In writing: Jane Tomlinson Appeal

Unit 5 Madison Court  
Quayside Business Park  
George Mann Road  
Hunslet  
Leeds  
LS10 1DX

If you request for your details to be removed from our mailing list and database, we will add you to the suppression list. This will ensure that you can no longer be included in our direct mailings, however it does not delete your data. Instead we hold your data to keep a record of your request to not be contacted and for any donation information required legally.

## Your right to access your information

You have a right to access any information we hold on you personally. If you would like to do so please submit in writing your request to the address above. We will then reply to you within 30 days of you submitting the request with valid identification. We will require proof of ID, this can include passport, driving license or any official photo ID.

## Changes to the policy

We may update this policy in the event that how we use your data changes. If how we are processing your data changes substantially we will contact you by the communication method you have approved to let you know of any changes. There will always be the updated policy on our website.

## Further Information

If you have any other questions about this policy or would like to contact us regarding your personal data, you may do so using the following methods:

By phone: 0113 826 7765

By email: [info@janetomlinsonappeal.com](mailto:info@janetomlinsonappeal.com)

In writing: Jane Tomlinson Appeal

Unit 5 Madison Court

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This policy was last updated March 2018