

Privacy Statement

Donations Page

People, Potential, Possibilities is a registered charity and a company limited by guarantee, and incorporates The Rugby Portobello Trust and Amber Trust. This Privacy Statement describes what information is collected by our Donations page and how that information is used.

The legal basis that P3 relies on for this data to be processed and stored is that you have consented to share personal information as you wish to support us/make a donation. In addition, fundraising is an activity described by the Objects of the charity within the charity's Articles of Association.

You can decide not to receive communications or change how we contact you at any time. If you wish to do so please contact P3's Data Protection Officer.

What information do we collect about you?

Your personal data (i.e. any information which identifies you, or which can be identified as relating to you personally) will be collected and used by P3. This includes information you give when communicating with us. For example:

- personal details (name, date of birth, email, address, telephone etc) when you join as a supporter;
- financial information (payment information such as credit/debit card or direct debit details, and whether donations are gift-aided).
- details of your interests and preferences (such as campaigns or the ways you support us).

Information created by your involvement with P3

Your activities and involvement with P3 will result in personal data being created. If you decide to donate to us then we will keep records of when and how much you give to a particular cause.

Why do we collect this information and what do we do with it?

We use your personal data to acknowledge and process your donation and for financial auditing purposes.

Who might we share your information with?

We will **never** sell your personal data, and will only ever share it with organisations we work with where necessary and if its privacy and security are guaranteed.

Will my data be kept safe?

We employ a variety of physical and technical measures to keep your data safe and to prevent unauthorised access to, or use or disclosure of your personal information.

Electronic data and databases are stored on secure computer systems and we control who has access to information (using both physical and electronic means). Our staff receive data protection training and we have a set of detailed data protection procedures which personnel are required to follow when handling personal data.

Internal research and analysis

We carry out research and analysis on our supporters, donors and volunteers, to determine the success of campaigns and appeals, better understand behaviour and responses and identify patterns and trends. This helps inform our approach towards campaigning and make P3 a stronger and more effective organisation. Understanding our supporters, their interests and what they care about also helps us provide a better experience (e.g. through more relevant communications).

We may aggregate and anonymise personal data so that it can no longer be linked to any particular person. This information can be used for a variety of purposes, such as recruiting new supporters, or to identify trends or patterns within our existing supporter base. This information helps inform our actions and improve our campaigns, products/services and materials.

How long do we keep hold of your information?

We will only use and store information for so long as it is required for the purposes it was collected for. How long information will be stored for depends on the information in question and what it is being used for.

We continually review what information we hold and delete what is no longer required. We never store payment card information.

What are your rights?

We want to ensure you remain in control of your personal data. Part of this is making sure you understand your legal rights, which are as follows:

- the right to confirmation as to whether or not we have your personal data and, if we do, to obtain a copy of the personal information we hold (this is known as subject access request);
- the right to have your data erased (though this will not apply where it is necessary for us to continue to use the data for a lawful reason);
- the right to have inaccurate data rectified;
- where technically feasible, you have the right to portability of your personal data that you have provided to us which we process automatically on the basis of your consent. This information will be provided in a common electronic format.

Please keep in mind that there are exceptions to the rights above and, though we will always try to respond to your satisfaction, there may be situations where we are unable to do so.

If you would like further information on your rights or wish to exercise them, please write to our Data Protection Officer at:

P3
Eagle House,
Cotmanhay Road,
Ilkeston,
Derbyshire, DE78HU.

Should you wish to lodge a complaint with the supervisory authority contact:
The Information Commissioners Office on 0303 123 1113.