

Karuna Action Data Protection Policy.

This policy sets out how and why we obtain, use and protect personal information.

Karuna Action rely on the generosity and support of private individuals like you to carry out our vital work to tackle poverty. That is why we want to be completely transparent about why we need the personal details we request when you support us and how we will use them.

When we will get in touch

When you give us your personal details - for example, when you make a donation, sign up to receive email updates or sponsor a student, you may receive follow up information from us directly relevant to this activity, including how your support is helping.

If you have provided us with consent to use your details we may also contact you about our projects, fundraising activities and appeals, and other ways to support us such as through purchasing Karuna Coffee. Where you consent to us sending you newsletters we will consider this ongoing unless you tell us otherwise at the time. We may also send you letters where we think you do not object, and where you purchase items from the Karuna Action and Karuna Coffee website. We provide easy ways to stop our marketing, and you can opt out at any time.

You are our supporters and we always act on your instructions and we aim to put you in control of your relationship with us. Our aim is to communicate with you in a way that makes you want to stay involved with us for as long as possible, as you continue to see the value and impact of your support.

Why we hold and process supporters data

We hold and process supporters' personal data for a number of reasons:

- To keep a record of donations made and actions taken by our supporters and our communications with them.
- To claim gift aid on donations.
- To send our supporters information about our projects, fundraising activities and appeals where we have their consent or there is a known legitimate interest.
- To fulfil contractual obligations entered into with supporters e.g. on line purchases
- To support community based fundraising.
- To ensure we do not send unwanted information to supporters or members of the public who have informed us they do not wish to be contacted.

How we keep your data safe

We ensure that there are appropriate technical controls in place to protect your personal details. For example our online forms are always encrypted and our network is protected and routinely monitored.

We ensure that your information is only accessible by appropriately trained staff.

We use external companies such as Drop box, Shopify and PayPal to process or hold relevant data online. This data is kept to a minimum and is protected by a password encryption. Where staff have mobile devices such as tablets, laptops and mobile phones that have access to these

services they are required to have encrypted access to these devices so that only they can access the data.

We do not share your personal data outside of Karuna Action. We will not give your personal data to any of our overseas partners, if they contact you directly this will only be because they have been given permission to do so by you and you have given them the means by which they can make contact. This is not a practice we encourage with our overseas partners as data protection policies vary around the world.

How long we will keep your personal information

We will hold your personal information on our systems for as long as is necessary for the relevant activity, for example we will keep a record of donations subject to gift aid for a minimum of seven years to comply with HMRC rules.

If you request that we stop sending you marketing materials we will keep a record on our database of your contact details and appropriate information to enable us to comply with your request not to be contacted by us. For example, if you were or are a donor we will need to keep your details on record for a minimum of 7 years to comply with HMRC rules.

Where you contribute material to us, e.g. user generated content or in response to a particular campaign we will only keep your content for as long as is reasonably required for the purpose(s) for which it was submitted unless otherwise stated at the point of generation.

We will not share your data for others' marketing purposes

Please be assured that you will not receive offers from other companies or organisations as a result of giving your details to us. We do all data processing and communications in house. Should we ever use a third party to communicate with our supporters we will ensure these organisations only use your data for our purposes and is deleted when it is no longer needed.

How to make a complaint, stop or change how we communicate with you

If at any time you wish to make an official complaint or stop or change how we communicate with you, or update the information we hold, please do get in touch, using one of the following options:
Visit <http://www.karunaaction.org/contact>

Write to our Data Protection Officer: Katy Harris, Karuna Action, 11 Wellington Street, Aldershot, GU11 1DX

Email: office@karunaaction.org

Call: 01252 333233 (Mon-Fri 0900-1700).

You can opt out of our emails by clicking on the unsubscribe link at the bottom of our messages.

What details we ask for and why

There are minimum levels of information we need to obtain for different purposes - such as donating money or signing up to Gift Aid. We always ask for your name and title so we know how to talk to you. We need to be able to confirm any transactions you make on the Karuna Action website by sending you an email, which is why this field is mandatory on all our web forms. We may also use this information to contact you for our wider marketing communications linked to your donation or purchases. You may opt-out at any time.

We ask for your house number and postcode so that we hold a valid postal address for you. We need this information for the following reasons:

- To set up regular payment and one-off card payment details on our database.
- To claim Gift Aid
- To deliver items you have purchased

If you have agreed to receive post from us, we will use your name, postcode and address to send you relevant information.

In order to ensure that the data we hold about you is accurate and up to date, we may occasionally use information sources that are in the public domain to verify your details, such as

your postal address from Royal Mail. We may write to you occasionally to request any updates should we feel too much time has lapsed since we made our initial connection with you, this will be either via email or by post.

Your data and social media

Social media such as Facebook and Instagram are other places you can be kept up to date about what we are doing. However, this is entirely down to your social media preferences and we will not contact you directly through social media unless this is initiated by you the user. We will never use the data available on social media platforms to populate our database or mailing lists.

Data Erasure - The right to be forgotten

You have the right to request that Karuna Action erase all personal data concerning you without undue delay where one of the following grounds applies:

- the personal data are no longer necessary in relation to the purposes for which they were collected or processed.
- you withdraw consent on which the processing is based.
- you object to the processing of personal data.
- there are no overriding legitimate grounds for the processing, or you object to the processing of your data.
- the personal data has been unlawfully processed
- the personal data have to be erased for compliance with a legal obligation to which Karuna Action is subject.

This document is a working document and will be reviewed every 3 years.

Signed(chair)

Date://2023

Review date September 2026