

## Privacy Notice - SASH supporters, donors and website visitors

This privacy notice was last updated in July 2024.

### Introduction

Our work depends on the trust and generosity of our supporters, donors and volunteers. We want to be transparent about why we need the personal details we request when you support us and how we will use them.

SASH is committed to keeping your information secure and processing it in accordance with our legal responsibilities under the UK GDPR and the Data Protection Act 2018.

SASH has 'Cyber Essentials' certification, which is a government backed scheme. It shows SASH are compliant with a number of security measures to protect against cyber-attack.

This privacy notice sets out how we obtain, use and protect any personal information you provide to us, whether online, via phone, text, email, in letters or in other correspondence.

This privacy notice applies to information we collect about:

- visitors to our websites
- people registering for a SASH event
- people making donations
- people signing up for our newsletter
- people enquiring about our work, or how they can support us

The way in which SASH collects and uses information concerning job applicants, employees, host applications, hosts, service users and trustees is not covered in this policy. Privacy notices for these groups of people are provided separately and are available on our website.

This policy explains the following:

- what information SASH may collect about you;
- how SASH will use information we collect about you;
- when SASH may use your details to contact you;
- whether SASH will disclose your details to anyone else;
- your choices regarding the personal information you provide to us;
- the use of cookies on the SASH website and how you can exercise your choices in relation to those cookies;
- how you can contact us regarding any information we might hold about you.

The SASH website contains hyperlinks to websites owned and operated by third parties. These third party websites have their own privacy policies, including policies on their use of cookies, and we urge you to review them. They will govern the use of personal information you submit, or which is collected by cookies whilst visiting these websites. We cannot accept any responsibility or liability for the privacy practices of such third party websites and your use of such websites is at your own risk.

## **Who we are**

Safe and Sound Homes is a registered Charitable Incorporated Organisation (CIO) (charity number 1054890).

SASH's registered address is IT Centre, Innovation Way, Heslington, York YO10 5NP

SASH is registered with the Information Commissioner's Office under registration reference: **Z956107X**.

SASH is also registered with the Fundraising Regulator which means we are committed to their Code of Fundraising Practice and their Fundraising Promise.

## **When we process your information:**

We process your information when:

- you visit our website
- you register for a SASH event
- you make a donation
- you sign up for our newsletter
- you enquire about our work, or how you can support us

## **What is our lawful basis for processing under the UK GDPR?**

In the cases listed above, our lawful bases for processing information are consent, legitimate interest and legal obligation.

## **What information SASH collects about you**

When you contact SASH to make a donation or sign up to SASH activities or online content such as newsletters, or you telephone, email, write to or text SASH, or engage with SASH via social media channels, we may receive and retain personal information about you.

This can consist of information such as your name, email, postal address, telephone or mobile number, and whether or not you are a taxpayer (so that we can claim Gift Aid).

We promise to respect any personal data you share with us and keep it safe. We aim to be clear when we collect your data and not do anything you wouldn't reasonably expect.

- We need to be able to confirm any transactions you make on the SASH website by sending you an email, which is why this field is mandatory on all our web forms.
- Sometimes on an event form we will ask your consent for us to contact you. This may include individual contact as well as our email newsletter which contains updates about our service provision, case studies of young people we have supported, events we have planned and fundraising news and updates. This will be in the form of an 'opt-in' tick box.
- We may ask for your postal address, for example if you are setting up a direct debit, or to claim gift aid on your donation

- Some events will require a contact telephone number. We may also contact you by phone for example to thank you for taking part in an event or to ask for your feedback about an event for future publicity etc.

### **Visitors to our website**

When someone visits [www.sash-uk.org.uk](http://www.sash-uk.org.uk) we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns.

We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone.

### **How we will use the information we collect about you**

SASH will use your personal information for a number of purposes including the following:

- When you make a donation we will wherever possible get in touch to thank you
- in relation to any correspondence you have entered into with us whether by letter, email, text, social media, message board or any other means
- for “service administration purposes”, which means that SASH may contact you for reasons related to donations you have made or the activity or online content you have signed up for
- to provide you with information about our activities or online content, where you have agreed to receive it
- to use IP addresses to identify the location of users or to block disruptive use
- to analyse and improve the activities and content offered by the SASH website to provide you with relevant content and user-friendly navigation experience. We may also use and disclose information in aggregate (so that no individuals are identified) for marketing and development purposes
- We may use profiling and screening techniques to make appropriate requests to supporters and help raise more funds

### **Third party processors that SASH uses**

#### **Newsletter**

We use a third party provider, Mailchimp, to deliver our monthly e-newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. If you sign up for our newsletter, you can unsubscribe at any time using the link provided.

For more information, please see <http://mailchimp.com/legal/privacy/>

#### **CAF Donate**

We use a third party service, CAF Donate provided by [CAFOnline](http://CAFOnline), to securely process online and mobile donations to SASH. For more information on how CAF Online processes the data you provide, please see <https://www.cafonline.org/privacy>

### **Will I be contacted for marketing purposes?**

SASH will only contact you for marketing purposes if you have agreed to be contacted for these purposes.

### **You can ask us to stop contacting you at any time**

You can do so by emailing us, ([info@sash-uk.org.uk](mailto:info@sash-uk.org.uk)) calling 03300 562259 or writing to SASH, IT Centre, Innovation Way, Heslington, York YO10 5NP.

You can also opt out of our newsletter emails at any time by clicking the unsubscribe link provided.

### **SASH will not share your information with anyone else for marketing purposes**

We will not, under any circumstances, share your data with anyone for marketing purposes, and you will not receive offers from other companies or organisations as a result of giving your details to us.

We will only use your information within SASH for the purposes for which it was obtained, unless you have explicitly agreed that we may share your information with another organisation. Sometimes SASH contracts third parties to process your information on our behalf. We require these third parties to comply strictly with our instructions and data protection laws.

We will keep your information confidential except where disclosure is required or permitted by law (for example to government bodies for tax purposes or law enforcement agencies for the prevention and detection of crime, subject to such bodies providing us with a relevant request in writing).

### **How long will SASH keep my personal information?**

Information relating to donors and any donations made to SASH will be kept indefinitely in case of legal claim or challenge at a later date. Records relating to newsletter subscribers (normally consisting of a basic record of email address and what communications have been sent by SASH) will be retained indefinitely.

If you request us not to send you marketing information we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.

### **Cookies - information SASH collects from your computer or mobile device**

Cookies are small text files on your device. They are made by your web-browser when you visit a website. Every time you go back to that website, your browser will send the cookie file back to the website's server. Cookies are useful because they allow a website to recognise a user's device. You can find more information about cookies

at: [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu). For a video about cookies visit <https://policies.google.com/technologies/cookies?hl=en-US>

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience.

Information supplied in cookies also allows us to measure the effectiveness of our website and awareness raising and fundraising campaigns. This enables us to ensure any money we spend supporting our fundraising gives us a good return on investment.

A list of the main cookies that we use can be found below:

Service	Cookies	Purpose
Google Analytics	__utma __utmb __utmc __utmt __utmz	These cookies collect information about site visitors, including where they have come from and which pages they have visited, in an anonymous form. We use this information to improve the website.
Facebook	_fbp	This cookie is used by Facebook to track visitors and provide adverts from third-party advertisers.
Civic Cookie Control	cookieconsent_status	This cookie is set when you dismiss the cookie notification that appears the first time you visit the site to prevent the message from being displayed again.
WordPress	wordpress_logged_in_session_id wordpress_sec_session_id	These cookies are set when you log in to the website and ensure that you remain logged in when between page loads.
WordPress	wp-settings-1 wp-settings-time-1	These cookies are set when you log in to the website and store admin view settings, providing a consistent experience when admin pages are loaded and reloaded.
SASH website	sash_team_page_id	This cookie stores information about how you navigated between team pages and individual team pages, providing consistent navigation links between those pages. It is deleted when you close your browser or navigate away from a team page.

SASH also uses a [Facebook Pixel](#). The Facebook pixel is an analytics tool that allows us to measure the effectiveness of our advertising by understanding the actions people take on our website.

### **Concerns or queries about how we use your data**

You have the following rights in relation to your data:

**Right to access** – the right to request a copy of the information we hold about you (often called a ‘subject access request’). We will not charge you to provide you with this information.

**Right to correct** – the right to have your data rectified if it is inaccurate or incomplete. It may be more appropriate to record the correction alongside the historical information.

**Right to erase** – the right to request that we delete or remove your data from our systems.

**The right to restrict use of your data or object to processing** – the right to request that we limit the use of your data or stop processing your data.

Whilst these rights are not absolute, SASH will always act within the law as set down by the UK GDPR, the Data Protection Act 2018 as well as SASH policies. If we cannot comply with your request, we will tell you the reason why. Where possible, alternative solutions will be looked at, for example if your data cannot be erased, it may be possible to restrict it instead.

You have an absolute right to object to SASH processing your data for direct marketing purposes.

For general information about your rights see [www.ico.org.uk/for-the-public](http://www.ico.org.uk/for-the-public).

If you want to exercise your rights with respect to your data, or if you would like to know more about how SASH processes your data, please contact the Chief Executive in the first instance or ask for our Subject Access Request policy.

You have the right to make a complaint to the Information Commissioner’s Office (ICO). See [www.ico.org.uk/make-a-complaint](http://www.ico.org.uk/make-a-complaint) for how to do this.

You have the right to make a complaint to the Fundraising Regulator. See [www.fundraisingregulator.org.uk/complaints](http://www.fundraisingregulator.org.uk/complaints) for how to do this.

We keep this Privacy Policy under regular review.

<b>Written/Updated By</b>	Systems Lead Officer	<b>Approved By</b>	Chief Executive
<b>Date of Approval</b>	July 2024	<b>Review Period</b>	12 months
<b>Date of Last Review</b>	May 2022	<b>Date of Next Review</b>	July 2025