

## ***Privacy Policy***

**At QEF we understand the trust you have shown by sharing your personal data with the charity.**

Queen Elizabeth's Foundation for Disabled People (QEF) respects your privacy and is committed to protecting it –both on and off-line.

Developing a better understanding of our supporters through their personal data allows us to make more appropriate requests for support. It ensures that the communications we have with you are targeted and timely, which in turn allows us to use our resources in the most cost-effective way. Ultimately, this helps us to better reach our goal of supporting disabled people to live life to the full. As your support is precious to us, we want to be clear that when we collect your data we don't do anything you wouldn't reasonably expect. Our Privacy Policy covers all the personal data we collect via our website, donation forms, fundraising responses, social media, competition entries, emails and telephone calls.

Please note that by continuing to use our website you are agreeing to the terms of this Privacy Policy.

### Legal information

The full legal entity is: Queen Elizabeth's Foundation for Disabled People - a charity registered in England and Wales (251051).

Registered with Information Commissioners Office (ICO) Z6621154.

Queen Elizabeth's Foundation for Disabled People is known as QEF.

Our website and Fundraising team are part of Queen Elizabeth's Foundation for Disabled People Family of Charities, working in partnership with other charities

in the group for the benefit of children and adults with physical or learning disabilities or an acquired brain injury.

### The information QEF collects and why

We never collect more information than is necessary for our purposes. This includes data to help fulfil your wishes and to help us gain a better understanding of our supporters, so we can make better decisions, spend donations wisely and help more people benefit from our services.

We collect the following kind of information:

- Our website collects user information such as IP addressed, pages accessed, and files downloaded. This helps us to understand how many people use our sites, how many people visit on a regular basis, and how popular our pages are. This allows QEF to monitor and improve our website and other services.
- Our fundraising team will also collect information about you, such as your name, contact details, Gift Aid details, your preferred contact preferences, information about your interests and hobbies, other information relevant to customer surveys and/or offers and financial information.
- We may collect additional information if it is needed for a particular purpose. For example, additional information may be needed to process your application for a service, to become a volunteer or to fulfil a request for information or a product. If that is the case, then the additional information required will be explained to you by staff or in the form you will be asked to complete. (If you do choose to withhold requested information, we may not be able to provide you with certain services.)

### Where we get personal data from

Mainly we will obtain this information directly from you. This could be because you have completed a form (hard copy, online or via social media), registered for an event, requested a newsletter, made a purchase or donation, entered a competition or provided us with feedback. Please note that if you provide us

with information then this will indicate your consent for us to keep and use your information. Should you wish to withdraw this consent please contact us using the details below.

When you contact our staff teams then a record of that contact may also be kept. If you do not want this to happen please inform our staff.

QEF also uses cookies (a small piece of information sent from our website to your computer, phone or tablet and stored on your hard drive to help us to identify you quickly when you next visit). Cookies mean that a website will remember you. A cookie allows QEF to personalise the website to your requirements and avoid lengthy registration and to ensure that the website is as user-friendly as possible. Please see our cookies policy for further information.

Some information may come to us indirectly. For example, if you are using websites such as Just Giving or Virgin Money Giving to fundraise for us, they will provide us with information about you. Such websites have their own Privacy Policies which you should check when you provide your data.

We may collect aggregated or anonymous information about the services you use and how you use them, whether it is when you visit our website, interact with us in social media and messaging services (such as Twitter, WhatsApp, Facebook), when you watch a video on YouTube or view and interact with our ads and content.

We may also use data from third parties, who you have given your information to. This may be because the information is publicly available or because you have given your consent for this to be shared by that organisation. For example, this might include information on social media site such as Facebook and Twitter or information from Companies House.

What your information will be used for

In some cases, it will be used to meet the purpose for which you have provided the information. For example, to meet your request for a service or product, to enable us to process payments and donations, to provide you with information you have requested.

Our website information allows us to identify visitors to our sites or locations where we undertake operations. It also means we can provide a personalised service to you when you visit our websites – this could include customising the content and/or layout of our pages for individual users.

Your information may be used for marketing purposes, so that we can communicate with our supporters and customers and send you our newsletter, goods and services sold, fundraising appeals, campaigns, membership and volunteering opportunities and information about our events. The lawful basis for this is that it is in the legitimate interests of QEF to do so. If you do not wish to be contacted for these purposes, please inform us and we will record this on our systems and cease contact.

Your information may also be used to prevent or detect fraud or abuses of our websites and enable third parties to carry out technical, logistical and other functions on our behalf.

Personal data may also be used to carry out research on the demographics, interests and behaviour of our users and supporters to help QEF gain a better understanding of them and to enable us to improve our service and target new supporters. This research may be carried out internally by QEF employees or we may ask an external company to do this work for us.

We use profiling and screening techniques to ensure communications are relevant and timely, and to provide an improved experience for our supporters. Profiling also allows us to target our resources effectively, which donors consistently tell us is a key priority for them. We do this because it allows us to understand the background of the people who support us and help us to make appropriate requests to supporters. It may also allow us to target new audiences and supporters who use or consume certain media, such as

magazines, newspapers and news sites and social media platforms. Importantly, it enables us to raise more funds, sooner and more cost-effectively, than we otherwise would.

When building a profile, we may analyse geographic, demographic and other information relating to you in order to better understand your interests and preferences in order to contact you with the most relevant communications. In doing this, we may use information from third parties (as detailed above).

### Sharing your information

We do not routinely share information with other organisations, but may do so if:

- We are legally required to do so, for example financial information may have to be provided to HMRC and any safeguarding concerns will be reported to the appropriate authorities.
- We believe it is necessary to protect or defend our rights, property or the personal safety of our people or visitors to our premises or websites
- We are using another company to carry out processing on our behalf, such as a mailing house, marketing agencies, email marketing platform, social media platforms, IT company or research firm. In such cases contracts will ensure that the data is only used under our authorisation, in accordance with our organisational standards and meets all relevant standards such as the General Data Protection Regulation and confidentiality.

QEF will never pass your details on to third parties for their marketing or promotional activities or to be used in any other way.

### Storing your Information and Data Security

Our digital and computer records are stored by QEF either on its computer system, servers, website or securely on a cloud-based system. We may also transfer the information to other organisations that carry our processing on our behalf (as detailed above).

Some of your information may also be kept in hard copy paper files.

We place great importance on the security of all personal data and use appropriate security measures to protect against the loss, misuse and alteration of personal data under our control.

These security measures include:

- ensuring only authorised personnel have access to administrative areas of the building;
- storing paper-based information in lockable areas;
- limiting access to paper-based and electronic information to those who need to see it;
- using Secure Server Software (SSL) to encrypt financial and personal information you input before it is sent to us;
- running through ID verification questions before disclosing information over the telephone;
- implementing access controls to our information technology;
- disposing of data at the end of the retention period.

### Retaining your information

We are required to keep some information by law. For example, under HMRC guidance, financial and Gift Aid records must be kept for six years after the financial year to which they relate. We do not keep information for any longer than is necessary for the purpose for which we hold it, which will take account of complying with the law, providing you with goods and services and administering your relationship with us. Further information can be found in QEF's retention schedule (available upon request).

Information is always securely destroyed after the retention period ceases and specialist companies may be used to do this work for us.

### Your rights

We will ensure you can exercise your rights in relation to the personal data you provide to us.

You have the right: of access; to rectification; to erasure; to restrict processing; to data portability; to object and rights in relation to automated decision making and profiling. If you wish to exercise these rights please contact us on 01372 841132 or [dataprotection@gef.org.uk](mailto:dataprotection@gef.org.uk)

If you have any privacy-related questions or unresolved problems relating to the use of your personal data, you may contact us for further information or to complain at [dataprotection@gef.org.uk](mailto:dataprotection@gef.org.uk) or send a letter by post to our head office marked 'Data Protection'.

You also have the right to complain to the Information Commissioner's Office about our collection and use of your personal data. They can be contacted at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, [www.ico.org.uk](http://www.ico.org.uk).

For more information about your rights under the General Data Protection Regulation go to the website of the Information Commissioner's Office at [ico.org.uk](http://ico.org.uk).

### **Changes to our privacy notice**

We keep our privacy notice under regular review and we place any updates on this web page. This privacy notice was last updated on 17 November 2022.