

# Red Sky Foundation's Privacy Policy

## 1. Who We Are

This website is brought to you by Red Sky Foundation. We were awarded full charitable status as a Charitable Incorporated Organisation registered with the Charity Commission on 20.3.2020 (Reg No 1188683).

We want everyone who supports us, or who comes to us for support, to feel confident and comfortable with how we look after your personal information. This Privacy Policy explains how we collect, use and store your personal information. Personal information means any information that could identify you.

If you have any queries about this privacy and cookies policy please contact:

Address: Red Sky Foundation, North Sands Business Centre, Sunderland, SR6 0QA

Phone: 0191-3371774

Email: [info@redskyfoundation.com](mailto:info@redskyfoundation.com)

## 2. Changes to this Privacy Policy

Please note that this is a living document which may change from time to time to fully comply with changes in the law or our practices. Regularly reviewing this webpage ensures that you are always aware of what information we collect, how we use it and under what circumstances, if any, we will share it with other parties.

## 3. What this privacy policy covers

Red Sky Foundation (RSF) are committed to protecting your personal information and being transparent about what information we hold, whether you are a website user, donor, volunteer, or supporter.

The purpose of this Privacy Policy ('Policy') is to give you a clear explanation about how RSF collects and uses the personal information (or personal data) you provide to us and that we collect, whether online, via phone, email, in letters or in any other correspondence or from third parties. Developing a better understanding of our supporters through their personal information allows us to fundraise more efficiently, which ultimately helps in the fight for every heartbeat. We have made improvements to this Policy so that transparency is at the core of what we do.

We ensure that we use your personal information in accordance with the law. This Policy explains:

- What information RSF may collect about you
- How we will use that information
- Whether we disclose your details to anyone else
- Your choices regarding the information you provide to us

## 4. Information Collection

We collect information about you in the following ways:

- **Information you give us.** For example, when you post information on our social media or message boards, make a donation to us, register for an event or otherwise provide us with personal information. When you register, we'll ask for personal information, like your name, email address, telephone number, date of birth, bank account details for setting up a regular direct debit gift and contact preferences.
- **Information we get from your use of our website and services.** We collect information about our online content that you use and how you use it, like when you watch a video on YouTube, visit

our websites or view and interact with our ads and content. We, like all organisations, are able to confirm what browser you are using, IP address and computer operating systems that are being used and this information may be used to improve the services we offer.

- **Information from known third parties.** We may also receive information about you from our third party partners with whom you choose to interact, for example websites such as Enthuse when making a donation. This can include information such as your name, postal or email address, phone number, your geographic location, credit/debit card details and whether you are a tax payer so that we can claim Gift Aid. To the extent that we have not done so already, we (or they) will notify you when we receive information about you from them and tell you how and why we intend to use that information.
- **Information available publicly.** We may include information found in places such as Companies House, LinkedIn and information that has been published in articles/newspapers.

## 5. What Personal Information do we Process?

We collect, store and use the following kinds of personal information:

- Your name and contact details, including postal address, telephone number, email address and, where applicable, your social media profile
- Your date of birth
- Financial information you provide where you make a payment, such as bank details or credit/debit card details, although we don't store credit or debit card details (see below)
- Information about your computer/mobile device and your visits to and use of this website, including for example your IP address and geographical location
- Information about our services which you use/which we consider of interest to you
- Information as to whether you are a tax payer so that we can claim Gift Aid
- Any other personal information you share with us as described above

Our RSF charity is committed to protecting your personal information and being transparent about what information we hold, whether you are a website user, donor, volunteer, or supporter.

## 6. Special Category Data

Certain categories of personal information are regarded by the law as more sensitive than others. This is known as 'special category' or 'sensitive personal data' and covers things like information about your health, ethnic origin, religious beliefs, political opinions or any genetic or biometric data that is used to identify you.

We do not usually collect 'sensitive personal data' about our supporters unless there is a clear reason for doing so, such as participation in a running or similar fundraising event or where we need this information to ensure that we provide appropriate facilities or medical support to enable you to safely participate. We may also collect sensitive personal data if you make the information public or if you tell us about your experiences relating to heart disease. We will always make it clear when we collect this information from you what sensitive personal data we are collecting and why and will always seek permission for it's use.

## 7. Your Credit and Debit Card Information

If you use your credit or debit card to donate to us through our website, we will use Enthuse who are a specialist charity payment processor. We will ensure that all card details are handled securely under Payment Card Industry (PCI) Data Security Standards.

If you provide your card details to make a donation by phone, only RSF staff who are authorised and trained to process payments should be able to collect or see your card details. We never store your credit

or debit card details following the completion of your transaction. All card details and validation codes are securely destroyed once the payment or donation has been processed.

Please do not send an email containing any credit or debit card details, since it will be immediately deleted and no payment will be taken. If this happens, we'll let you know.

All donations can be safely made through:

- Our website: [Be a hero! Please make a donation to the Red Sky Foundation. \(enthuse.com\)](https://enthuse.com)
- By telephone with authorised RSF staff - 0191 3371774
- By bank transfer with authorised RSF staff
- By cheque or cash collection box where appropriate with authorised RSF staff

## **8. How will we use your personal information?**

We will use your personal information to:

- Promote the aims of Red Sky Foundation
- Maintain a summary of your history with us;
- Process donations, event details or other payments and verify financial transactions
- Claim gift aid (where applicable)
- Keep you informed about our activities
- Provide you with services, products or information you have requested
- Provide you with information about future events and products and services we think may be of interest to you, including third party events, products and services
- Obtain feedback on our services from you
- Manage your donations and contact you about them
- Respond to your requests about becoming a Volunteer, Partner, Ambassador or Trustee with us
- Respond to your requests about our events and activities
- Research and improve our services to you
- Notify you about changes to our services and as part of our efforts to keep our website safe and secure
- Ensure that content from our website is presented in the most effective manner for you and for your computer.

We will only use your personal information for electronic marketing purposes if we are allowed to do this by law or if we have your consent. If you agree to us providing you with marketing information, you can always opt out at a later date. If you would rather not receive marketing material from us, please let us know at any time by telephoning 0191-3371774 or emailing: [info@redskyfoundation.com](mailto:info@redskyfoundation.com)

## **9. Do we share your information with anyone else?**

We may share your personal information with other charities or organisations which share our aims and partner organisations with which we work from time to time to promote the aims of the Charity (details of which can be found in our website or on request to Contact Us).

We may need to provide your information to our contractors, publishers, IT specialists, finance team, event organisers, mailing houses and suppliers who provide services on our behalf, to the extent necessary to enable you to receive those services.

If you make a payment or donation to us we will need to share your information with our payment processor Enthuse. By paying via our payment processor you agree to accept their terms and conditions for the use of their services, including their privacy policy. We suggest that you read their privacy policy when using their service as we are not responsible for data you share with them.

We may also need to disclose your information if required to do so by law or as expressly permitted under the Act. We may need to share your information with our service providers, associated organisations and agents for the purposes described above.

Our website may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

## **10. How do we protect your personal information?**

We use a secure service when you make a donation through our website, via a virtual gateway operated by Enthuse. Our online payment system is Payment Card Industry Data Security Standard compliant.

We take appropriate measures to ensure that the information disclosed to us is kept secure, accurate and up to date and kept only for so long as is necessary for the purposes for which it is used. However, you should be aware that the use of the Internet is not entirely secure and although we will do our best to protect your personal data we cannot guarantee the security or integrity of any personal information which is transferred from you or to you via the Internet. Any transmission is at your own risk. Once we have received your information, we will use strict procedures to try to prevent unauthorised access.

## **11. How long do we keep your personal information for?**

We retain your personal information for no longer than necessary. Where minimum retention periods are required, for example by HMRC for tax purposes, we will retain your information for the statutory minimum period.

Unless otherwise required by law, we will retain your information for as long as we have an active relationship with you and for two years thereafter, unless you request erasure of your information earlier in accordance with paragraph 12 below.

We will use your contact details to send you information about the Charity in accordance with 'Your Preferences' for as long as we have an active relationship with you and two years thereafter, unless you exercise your right to prevent direct marketing in accordance with paragraph 13 below.

## **12. Your Rights**

You have the right to ask for a copy of the information we hold about you (for which we may charge a fee if permitted by law). You have the right to require us to correct any inaccuracies in your data free of charge. You can exercise this right at any time by contacting us at [info@redskyfoundation.com](mailto:info@redskyfoundation.com) and providing us with enough information to identify you, specifying the information that is incorrect and what it should be replaced with. If you inform us that your personal data is inaccurate, we will inform relevant third parties with whom we have shared your data so they may update their own records.

You may also obtain your personal data from us and reuse it for your own purposes, or for another service. This right applies in limited circumstances, specifically if we are processing your data on the basis of your consent or the performance of a contract with you, and if we are doing so using automated means.

You have a right to seek the erasure of your data (often referred to as the 'right to be forgotten'). You may wish to exercise this right for any reason, for example where it is no longer necessary for us to continue holding or processing your personal data you may withdraw your consent. You can make this request at any time (by emailing [info@redskyfoundation.com](mailto:info@redskyfoundation.com)), but please note we may be compelled to maintain your information due to specific legislative, regulatory requirements or statistical purposes.

You have a right to prevent us from processing your data for the purposes of marketing. If you would like us to stop using your personal data for this purpose, or if you would like to exercise any of your rights above, please let us know using the contact details at the start of this policy. We will act in accordance with your instructions as soon as reasonably possible and there will be no charge.

If you think we are in breach of our responsibilities to you, you have a right to complain to the Information Commissioner at [www.ico.org.uk](http://www.ico.org.uk).

### **13. Information about our use of Cookies**

'Cookies' are small pieces of information stored on the hard drive of a user's computer which contain information about the user. The information is used to track a visitor's use of the website and to compile statistical reports on website activity.

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies. We may store information about your user preferences using cookies which we can access when you visit our website in the future. We do this to help enhance your interaction with our website.

If you want to delete any cookies that are already on your computer, please refer to instructions for your file management software to locate the file or directory that stores cookies. You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies may include analytical/performance cookies or targeting cookies.

We use the following cookies:

➤ **Strictly necessary cookies**

These are cookies that are required for the operation of our website. They include, for example, cookies that may enable you to log into secure areas of our website.

➤ **Analytical / performance cookies**

They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

➤ **Functionality cookies**

These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

➤ **Targeting cookies**

These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.