



Helping people to cope and recover from the aftermath and trauma caused by rape and sexual violence

The Hope Programme

Privacy Policy

The Hope Programme is committed to protecting your personal data and this privacy policy states how we collect data, how we store it and how we use it. This privacy policy applies to the websites, products and services offered by The Hope Programme. The purpose of this policy is to give you a clear explanation about how The Hope Programme collects and uses the personal information you provide to us and that we collect. We ensure that we use your information in accordance with all applicable laws concerning the protection of your personal information.

How do we collect information? We obtain personal information from you when you enquire about our activities, register with us, send or receive an email, make a donation to us, ask a question about our services or otherwise provide us with your personal information. Sometimes we may obtain your personal information from third party data suppliers only if they provide the appropriate evidence that you have agreed for your personal information to be shared with other organisations.

Occasionally we obtain publically available information such as contact information or we research information to help us perform due diligence checks to ensure we are not being abused by fraudsters or criminals posing as genuine donors or to ensure that there are no conflicts of interest from potential supporters or organisations prior to our engagement.

What information do we collect?

The personal information we collect might include name address email address, telephone numbers date of birth bank account details (for setting up regular direct debit or payment information) and your family relationships (for when submitting a family

break requests). Data Protection law recognises that certain categories of personal information are more sensitive. These are known as special categories of data and cover health information race, religious beliefs and political opinions. We will only collect special categories of data about our supporters if there is a clear reason for doing so such as participation in a run or walk or similar fundraising event or where we need to ensure we provide the appropriate facilities or support to enable you to participate in an event.

How do we use your information?

We may use your personal information for:

- Dealing with your enquiries requests and complaints
- Processing your donations and orders made online or through our fundraising events
- Providing you with information about our work activities events and services
- Complying with our legal obligations policies and procedures
- Providing and personalising our services
- Administering membership records
- Fundraising
- Conducting market research.

How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal or transactional data stored on our website and systems.

Marketing Being able to communicate with you is important, as your support will help transform the lives of the most disadvantaged children. And we believe in being open, honest and transparent with our supporters and want you to feel comfortable about your decision to give us your personal information and how we use it. We will use the details you provide to us to communicate with you about how we are supporting some of the most vulnerable children across the UK through the work of our services.

We would also like to tell you how your support is helping and other ways you can help in the future whether that's through volunteering, events or fundraising. We promise that will only communicate with you in the way you wish us to and we will always respect your privacy. You can change your mind at any time and its quick and easy to let us know that you no longer want to hear from us by contacting us at admin@thehopeprogram.co.uk

We will always respond to your wishes in a sensitive, timely, courteous and professional way. Please be assured that we will take appropriate measures to keep your personal information safe and secure and we promise not to over contact.

We will never pass your personal information on to other organisations for them to use for their own marketing purposes. In certain instances, we collect and use your personal information by relying on the legitimate interest legal basis. This is because when you, for example, request to receive services or products from us, we have a legitimate

organisational interest to use your personal information to respond to you and there is no overriding prejudice to you by using your personal information for this purpose.

However, we will always provide you with the option to opt-out of hearing from us. In most instances, however, we will rely on obtaining your consent to our use of your personal information. This is the case, for example, where we seek to obtain your consent to receive email marketing from The Hope Programme.

We will only communicate to you in the way you have told us. For example:

Email/text marketing

If you actively provide your consent to us along with your email address and/or mobile phone number we may contact you for marketing purposes by email or text message. By subscribing to The Hope Programme emails or opting in to email communication from The Hope Programme you grant us the right to use the email for email marketing.

Post/telephone marketing

If you have provided us with your postal address or telephone number we may send you direct mail or telephone you about our work unless you have told us that you would prefer not to receive such information or we receive a notification from the Fundraising Preference Service that you have requested marketing communications to stop. We also actively check telephone numbers against the Telephone Preference Service (TPS) and will only make telephone calls to you where your telephone number is listed on the TPS if you have specifically told us that you do not object to such calls and have consented to receive them from The Hope Programme.

It is always your decision as to whether you want to receive information about our work, how we raise funds and the ways you can get involved. If you do not want us to use your personal information in these ways please indicate your preferences on the form on which we collect your data. You may opt-out of our marketing communications at any time by responding to our email requesting to opt out of marketing emails. You can also change any of your contact preferences at any time including telling us that you don't want us to contact you for marketing purposes by emailing info The Hope Programme.org.uk We will not use your personal information for marketing purposes if you have indicated that you do not wish to be.

Amended and approved The Hope Programme 4/3/2019

