

# Privacy Policy

October 2017



**BORDERLINE**  
**SUPPORTING HOMELESS**  
**SCOTS IN LONDON**



Registered with  
**FUNDRAISING**  
**REGULATOR**

## **Introduction**

Borderline is a registered charity in England and Wales (1128648) and in Scotland (SC044530). Borderline is also a company limited by guarantee (6844151).

This policy covers how Borderline will use personal information that is collected when you donate to Borderline. We are committed to protecting and respecting your privacy and letting you know how we use your personal information.

## **Information about you**

We collect information in the following ways:

- When you give it to us DIRECTLY

You may give us your information when you make a donation, sign up for an event or communicate with us (e.g. request to receive our newsletter via our website). This may include your name, title, email address, physical address and telephone numbers. We may also ask for some additional, non-personal information like “how did you hear about Borderline?”

- When you give it to us INDIRECTLY

Your information may be shared with us by independent event organisations, e.g. Virgin Money Giving. These independent third parties will only do so when you have indicated that you wish to support Borderline and with your consent. Borderline will only contact you if you state “charity marketing allowed”.

We do not usually collect “sensitive personal information” about you unless there is a clear reason for doing so, such as participation in an event where we need this information to ensure we provide appropriate facilities for you. We may collect additional information if you tell us you have had experience with the charity (for example, if you act as a case study for us); however, we will make it clear to you when collecting this information as to what we are collecting and why.

- Legitimate interest

We rely on the legitimate interest basis to use your personal information in some circumstances. For example, when you become a member of the Saltire Donors Club (regular giving programme) or you sit on the Board of Trustees, we have a legitimate organisational interest to use your information to respond to you in relation to these purposes and there is no overriding prejudice to you by us using your personal information in this way. If we believe you have legitimate interest in the charity, but you choose to opt out of communications with us, we will respect and adhere to your decision.

## **Our use of this information**

We will use your data to:

- Provide you with the services, products or information you asked for
- Administer your donation or support your fundraising, including processing Gift Aid
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Understand how we can improve our services, products or information
- Ask you to help us raise money or donate money to our charity, but always in accordance with the Fundraising Regulator's Fundraising Promise

### **1. Postal Communications**

Any supporter of the charity, who has shared their postal address, donated to us in the past and/or has legitimate interest with the charity, can expect to receive information and updates regarding our work. These will be in the form of our twice-yearly newsletter or fundraising appeals, which will keep you up to date with our latest news and how you can help to support the charity.

We make it easy for you to tell us how you want us to communicate. Our forms have a clear preference section asking how you would like to hear from us. If you do opt in, and later tick to opt out, we will respect your decision and we will stop contacting you. However, we will retain your details on a suppression list to help ensure we do not continue to contact you.

### **2. E-Communications**

If a supporter chooses to opt in to our email communications we will send you our digital newsletter and appeals. This will be the same content as the postal copy, but offers a new and convenient way to receive our updates on a smartphone or tablet, and to forward it to others whom you think may be interested.

This may be supplemented in future by occasional updates on stories covered in the newsletter or appeal, to keep you informed of relevant developments.

There will be an unsubscribe option at the bottom of every email we send you, so you can let us know at any time if you no longer want to receive them.

### **3. Telephone and face-to-face**

We do not make fundraising telephone calls to our supporters. Nor do we run any face-to-face fundraising campaigns, either on the street or door-to-door.

### **4. Fundraising Preference Service**

If you choose to select Borderline as the charity you no longer wish to hear from using the Fundraising Regulator's Fundraising Preference Service, we will respect your decision. If you have previously opted in to communications with us, or you have legitimate interest in the charity, your opt-out through the Fundraising Preference Service means we will stop contacting you. However, we will retain your details on a suppression list to ensure we do not continue to contact you.

## **Security**

We will take reasonable precautions to prevent the loss, misuse or alteration of information you give us. We will keep your information for as long as required to enable us to operate our services but we will not keep your information for any longer than is necessary. When we no longer need to retain your information we will ensure it is securely destroyed, at the appropriate time.

Communications will be sent by email if you have opted in to hear from us in this way. Email is not a fully secure means of communication and, whilst we endeavour to keep our systems and communications protected against viruses and other harmful effects, we cannot bear responsibility for all communications being virus-free.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

We do not sell or share personal details with third parties or other organisations.

## **Your rights**

Under the Data Protection Act you have the right to:

- Ask us not to process your personal data
- See information we hold about you
- Ask for inaccurate personal data to be corrected
- Ask us to erase all data we have about you (the right to be forgotten)

For a copy of the personal information we hold about you, write to the Fundraising Officer, Borderline, 22 City Road, London EC1Y 2AJ. When we are satisfied with your proof of identity, we will send you a copy of your personal information that we are legally required to disclose.

Please contact us at the same address if you believe that information we hold about you is inaccurate, or if you would like us to remove information about you from our database.

## **Other information**

We may revise this privacy policy at any time in response to changes in the law or other factors. We encourage you to periodically visit this page to review the most current policy.

Links within our website and social media to other websites are not covered by this privacy policy.

## **Thank you!**

Finally we would like to once again express our gratitude to our supporters. Your help is vital in helping homeless Scots in London rebuild their lives.