

Help Counselling

FUNDRAISING PRIVACY POLICY

Date of review	May 2018
Review by	Board of Trustees & Philanthropy Manager
Proposed next review date	May 2019



Introduction

Help Counselling is a registered charity in England and Wales (1140721) and is also a company limited by guarantee (07407329).

We are a "data controller" for the purposes of the Data Protection Act 1998 and (from 25 May 2018) the EU General Data Protection Regulation 2016/679 ("Data Protection Law"). This means that we are responsible for, and control the processing of, your personal information.

This policy covers how Help Counselling will use personal information that is collected when you donate to Help Counselling or sign up to direct marketing i.e. the charity's newsletter. 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 Help Counselling?"

- When you give it to us INDIRECTLY

Your information may be shared with us by third-party platforms e.g. Virgin Money Giving and Local Giving. These independent third parties will provide details of any donation made to Help Counselling, unless you mark the donation as anonymous. Help Counselling will only contact you if you state "charity marketing allowed".

We do not usually collect "sensitive personal information" about you unless you have previously accessed our service, or if you participate in an event where we need this information to ensure we provide appropriate facilities for you. We may collect additional information if you choose to act as a case study for the charity; however, we will make it clear to you when collecting this information as to what we are collecting and why.

Legal basis for using your information

In some cases, we will only use your personal information where we have your consent. However, there are other lawful reasons that allow us to process your personal information and one of those is called 'legitimate interests'. This means that the reason that we are processing information is because there is a legitimate interest for Help Counselling to

process your information to help us achieve our vision of ensuring that everyone experiencing a Mental Health problem gets the support they need.

Whenever we process your personal information under the legitimate interest lawful basis we make sure that we take into account your rights and interests and will not process your personal information if we feel that there is an imbalance.

Some examples of where we have a legitimate interest is to process your personal information if you are a regular monthly donor, you sit on the Board of Trustees, you are an event participant, or for complying with guidance from the Charity Commission.

If you choose to opt out of communications, this will override the legitimate interest and 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
- Process your donations or other payments, support you with your fundraising, to claim Gift Aid on your donations and verify any financial transactions
- 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
- Comply with the Charities (Protection and Social Investment) Act 2016 and follow the recommendations of the official regulator of charities, the Charity Commission, which require us to identify and verify the identity of supporters who make major gifts so we can assess any risks associated with accepting their donations
- Where you volunteer with us, to administer the volunteering arrangement

1. Postal Communications

Any supporter of the charity, who has shared their postal address and opted into communications via post 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 with you. All donation 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.

Help Counselling

57 Portobello Road, London W11 3DB

T: 020 7221 9974

E: info@helpcounsellingcentre.com

helpcounselling.com

Registered charity No. 1140721

Registered company No. 07407329

2. E-Communications

If a supporter chooses to opt in to our email communications we will send our digital newsletter and appeals. Individuals, who signed up the newsletter through our website contact form, will only receive our e-newsletter. This will be the same content as the postal copy, but offers a convenient way to digest our updates on a smartphone or tablet, and to forward it to others who you think may be interested.

There is 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 Help Counselling 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, unless you provide a right to be forgotten request.

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 disposed of, 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 policy, regulatory bodies or legal advisors.

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

Your rights

You have various rights in respect of the personal information we hold about you – these are set out in more detail below. You have the right to:

- **Access to your personal information:** you have the right to request access to a copy of the personal information that we hold about you, along with information on what personal information we use, why we use it, who we share it with, how long we keep it for and whether it has been used for any automated decision making. You can make a request for access free of charge. Please make all requests for access in writing, and provide us with evidence of your identity.
- **Right to object:** You can object to our processing of your personal information where we are relying on a legitimate interest and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes. Please contact us as noted above, providing details of your objection.
- **Consent:** if you have given us your consent to use personal information, you can withdraw your consent at any time.
- **Rectification:** you can ask us to change or complete any inaccurate or incomplete personal information held about you.
- **Erasure:** you can ask us to delete your personal information where it is no longer necessary for us to use it, you have withdrawn consent, or where we have no lawful basis for keeping it.
- **Portability:** you can ask us to provide you or a third party with some of the personal information that we hold about you in a structured form, so it can be easily transferred.
- **Restriction:** you can ask us to restrict the personal information we use about you where you have asked for it to be erased or where you have objected to our use of it.
- **No automated-decision making:** Automated decision-making takes place when an electronic system uses personal information to make a decision without human intervention. You have the right not to be subject to automated decisions that will create legal effects or have a similar significant impact on you, unless you have given us your consent, it is necessary for a contract between you and us or is otherwise permitted by law. You also have certain rights to challenge decisions made about you. We do not currently carry out any automated decision-making.

If you would like to exercise any of these rights, you can do so by writing to:

Philanthropy Manager
Help Counselling
57 Portobello Road
London
W11 3DB

Please contact us at the same address if you believe that information we hold about you is inaccurate.

Please see our Fundraising Complaints Procedure if you would like to make a formal complaint to Help Counselling. You can also make a complaint to the data protection supervisory authority, the Information Commissioner's Office – www.ico.org.uk or the Fundraising Regulator – www.fundraisingregulator.org.uk

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.

Contact us

If you have any queries relating to this Privacy Policy, please contact our Philanthropy Manager either by email info@helpcounsellingcentre.com or by writing to us at:

Help Counselling
57 Portobello Road
London
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Privacy Policy for Trust and Foundations and other Organisations

Information about you

Help Counselling records the following information:

- Named administrator/Trustee
- Address of trust/organisation
- Emails
- Contributions made
- Application process
- Correspondence between the trust/organisation and Help Counselling
- Offer letters and reporting requirements
- All opt outs are also recorded

Personal data from Trust and Foundations and other organisations sometimes includes corporate email addresses and other contact details where they identify individuals, for example name.surname@organisation.co.uk

All information used to achieve the below, is publicly available information accessed through websites such as the Charity Commission and Companies House. We always consider the context and reasonable expectations of the individual, ensuring that our own legitimate interest of processing this information is not overridden by the individual's interests and privacy rights according to the General Data Protection Regulation (GDPR).

Our use of this information

We may use personal data to:

- Make contact with Trustees or employees to discuss potential applications for funding
- Store contact information of Trustees or trust employees relevant to our application
- Submit an application for funding
- Follow up communications, including thank you messages and keeping the funder informed of progress with projects

Legal basis for using your information

There are other lawful reasons that allow us to process your personal information and one of those is called 'legitimate interests'. This means that the reason that we are processing information is because there is a legitimate interest for Help Counselling to process your information to help us achieve our vision of ensuring that everyone experiencing a Mental Health problem gets the support they need.

Whenever we process your personal information under the legitimate interest lawful basis we make sure that we take into account your rights and interests and will not process your personal information if we feel that there is an imbalance.

Some examples of where we have a legitimate interest is to process your personal information to keep a record of all donations for auditing and planning purposes and when we approach trusts/organisation for funding. We are lawfully using emails to send direct marketing communications to 'corporate subscribers' categories of recipient – according to The Privacy and Electronic Communications Regulations (PECR).

Legitimate interest applies to trusts/organisations where:

- Help Counselling has recently or previously received a donation from them
- The basis for communication is relevant to their work i.e. the approach is relevant to their charitable objects or there's reasonable expectation that they might fund Help Counselling's work
- We fit their criteria or where they welcome applications from particular causes i.e. health and well-being or mental health
- They state that they fund "general charitable purposes"
- The founder has strong links to certain causes which can be identified
- The trust/organisation's giving history illustrates certain preferences

Legitimate interest will not apply to newly registered trusts/organisations as their funding criteria are usually unclear. If we were to send a funding application without knowing their criteria, we do not have a legitimate interest to apply for funding. We therefore will send a letter to the funder to enquire as to what their criteria are likely to be. In order to do this, we rely on legitimate interest in finding out more about the criteria of a funder who does not clearly state what their criteria are.

We do not approach trusts/organisations that state "no unsolicited applications".

All have the opportunity to opt out of further communications if they wish to do so.

Security, Your rights and other information

Please see above sections relevant to these areas.

Contact us

If you have any queries relating to this Privacy Policy, please contact our Philanthropy Manager either by email info@helpcounsellingcentre.com or by writing to us at:

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