



## Chance UK Privacy Policy

### 1. Introduction

At Chance UK, we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy explains how we collect, use, and protect your data when you interact with our charity, whether you donate, participate in events, or engage with our staff. By providing your information to us, you consent to the practices described in this policy.

### 2. Information We Collect

To ensure there are no conflicts of interest from potential supporters or organisations before engaging with them, we may occasionally obtain publicly available information or conduct research to perform due diligence checks. We are committed to using reputable sources for ethical screening and due diligence, avoiding data that has not been lawfully or ethically obtained and refrain using information that has not been made public.

The information we collect may include:

- Name, address, email, and phone number
- Donation and payment details
- Gift Aid Status
- Communication preferences
- Event registration details
- Volunteering information
- Any other information you provide voluntarily

### 3. How We Use Your Information

At Chance UK, we use your personal information for various purposes to further our charitable aims and provide you with the best possible experience when engaging with our charity. We adhere to The General Data Protection Regulation (GDPR) to ensure that we only use this information for intended purpose, keeping it securely and only for as long as it remains relevant and useful to us. Here is how we use your information:

1. **Process Donations:** We use your information to process donations and maintain accurate financial records, including providing tax receipts and acknowledgment letters for your donations.
2. **Communication:** We use your information to communicate with you, sending newsletters, updates, and information about upcoming events.

3. **Event Registrations:** If you participate in our events, we use your information to process event registrations and manage your participation.
4. **Volunteer Activities:** If you volunteer with us, we use your information to facilitate volunteer activities and maintain volunteer records.
5. **Legal and Regulatory Compliance:** We use your information to comply with legal and regulatory obligations, ensuring that we operate in accordance with applicable laws and guidelines.
6. **Improve Services:** We analyse your interactions with us, such as email open rates and donation patterns, to improve our fundraising strategies and communication methods. This helps us effectively engage our supporters.
7. **Direct Marketing (with Consent):** With your consent, we may use your personal information for direct marketing purposes, such as informing you about our fundraising campaigns. You can change your consent preferences at any time by contacting us at [admin@chanceuk.com](mailto:admin@chanceuk.com) or 020 7281 5858.

#### 4. How We Collect Your Information

We collect personal information directly from you when you interact with us. We keep a record of our contact with you and the information you provide voluntarily. Additionally, we may supplement information on our supporters from publicly available sources to gain a more comprehensive understanding of their interests and reasons for supporting Chance UK.

#### 5. Children's Privacy

Whilst we do not actively or knowingly collect information from children (under 18s), we recognise that our supporters include people of all ages. Where appropriate and necessary, we will ask for consent from a parent or guardian to collect information about children. If we learn that we have collected information from a person under the age of 18 without parental or guardian consent, we will promptly delete the information.

#### 6. Security Measures

We employ secure servers, firewalls, SSL encryption, and other technologies and procedures to protect your information online, ensuring consumer privacy. While we take precautions to safeguard your data, complete security during internet transmission cannot be guaranteed. We utilise a secure CRM database designed specifically for charity fundraising, and access to personal information internally is restricted to appropriately trained staff and volunteers with password protection.

#### 7. Third-Party Service Providers

We may share your information with trusted third-party service providers who assist us in delivering postal mail, processing donations, managing events, or delivering communications on our behalf. We do not share your information with other organisations for their own purposes, except when required by law or with your consent.

## 8. Data Retention

We retain your personal information only for as long as necessary to fulfil the purposes outlined in this policy or as required by law. For example, we will keep a record of donations subject to Gift Aid for at least seven years to comply with HMRC rules. We may keep data related to legacy income indefinitely for legacy administration purposes and effective communication with legacy donors. Once your data is no longer needed, we will securely dispose of it.

## 9. Legal Basis for Data Processing

We use your personal information based on the legal basis of our legitimate interests for most day-to-day activities related to donations and fundraising. For email marketing, including our e-newsletter, we will always ask for your consent before contacting you. You can update or change your preference at any time.

## 10. Your Rights

You have the right to access, update, or request the deletion of your personal information held by us (Subject Access Request). If you wish to exercise these rights or have any questions about our privacy practices, please contact us using the information provided below. For further information on your rights, please consult the UK's Information Commissioner's Office (ICO).

## 11. Cookies

We may use cookies to monitor how people use our site, improve problematic areas, allow you to donate, and enhance our website with information from other websites. You can prevent our cookies from being stored on your computer by referring to your internet browser's instructions.

## 12. Updates to this Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for legal reasons. To stay informed about any modifications, we encourage you to review this policy each time you submit personal information to us. If there are any updates, we will notify you through our website or direct communication.

## 13. Contact Information

If you have any enquiries about this policy or your personal data, including requests for updates, changes, or opt-outs from communications, please reach out to us using the following contact details. Our team is dedicated to resolving enquiries promptly. Additionally, you may also contact the Charity Commission, Fundraising Regulator, or the ICO if needed.

Post: Chance UK, The London Fashion Centre, 89-93 Fonthill Rd, Finsbury Park, London N4  
3JH

Phone: 020 7281 5858

Email: [admin@chanceuk.com](mailto:admin@chanceuk.com)

Chance UK is a company limited by guarantee and registered in England. Our Company  
Registration Number is 03057840. We are a Charity registered with the Charity Commission  
for England and Wales. Our Charity Registration Number is 1046947