

Action For Kids Privacy Policy

Action For Kids is committed to protecting your personal information. This policy, with our Terms and Conditions and Cookie Policy, sets out the basis on which we will process any personal information we collect from you or that you provide to us.

Action For Kids is a national charity helping young people with disabilities to develop their independence and find employment. Our vision is of a world where all people living with a disability get to lead the life they choose.

If you have any questions about this policy, please send us an email at info@actionforkids.org, call us on 020 8347 8111 or write to us at the registered office address below- we'd be delighted to help.

What information do we collect?

Personal information is any information that can be used to identify you. This personal information may include your name, email address, postal address, telephone or mobile number and date of birth, financial details, UK Tax payer information (for Gift Aid), credit/debit card information and records of responses to campaigns, as well as how you came to find us or about our services or events.

We may also collect details of your visits to our website, for example your location data, other sites you've visited and the resources that you access. This data is collected through Cookies that are used on all websites. We use this to provide you with the information, services or products that you're interested in and are most relevant to you.

So, for example, if you donate money, request services or products, or become involved in our campaigns, we may collect and process the personal information that you've provided.

How do we use your personal information?

All the information we collect is to help us provide the most relevant and personalised service for you.

Where you have worked with us at some point or signed up to our newsletter, we may contact you to keep you up to date with information and products you have requested, or may be interested in, to ask for support or to invite you to attend or

help with our events. Where you have donated to us we will also use your information to fulfil our legal responsibilities for financial or Gift Aid reporting.

Unless we are required to share your information for legal or regulatory reasons, to help with a complaint, or to administer a Gift in Will, we will never share your information with other organisations.

We do use third-party organisations to help us collect donations such as JustGiving and Virgin Money Giving, and to help us with our marketing. Where we use external companies to collect or process information on our behalf, we put in place contracts to control how they manage the information they may collect or have access to.

You can unsubscribe or update your preferences at any time by email at info@actionforkids.org, calling us on 020 8347 8111 or writing to us at the registered office address below.

How long will we keep your information for?

Unless required to keep your information by law, in line with our retention policy we will keep your information for up to 10 years from the end of our relationship with you. This ensures we can meet all our statutory, regulatory and financial reporting obligations.

Your rights

- You have the right to request access to personal information that we hold about you.
- If any of your personal information is incorrect, incomplete or inaccurate you can request it to be rectified or completed.
- In certain circumstances you can ask us to erase your personal information – also known as the right to be forgotten.
- You can ask us to restrict or suspend the use of your personal information, for example, if you want us to establish its accuracy or our reasons for using it.
- You have the right to object to the use of your personal information for direct marketing purposes or where you no longer want to engage with us.
- You can ask us to transfer your personal information to another organisation.

To exercise any of your rights or for any questions about this policy please contact our Data Protection Officer - Laura Callanan - by email at info@actionforkids.org, calling us on 020 8347 8111 or writing to us at the registered office address:

Action For Kids, 15a Tottenham Lane, London, N8 9DJ

You have the right to lodge a complaint with the Information Commissioners Office (ICO) if you believe your data has been processed in a way that does not comply with the Data Protection Act 2018 or GDPR (General Data Protection Regulation). You can do so by calling the ICO helpline on **0303 123 1113** or via their website at www.ico.org.uk.

Action For Kids Charitable Trust is a charity registered in England and Wales – registration number 1068841 - and a Company limited by guarantee with charitable status – registration number 3487626.