

Canal & River Trust Privacy Schedule for Supporters

This schedule sets out the details of our processing of personal information of our supporters, including Friends of the Trust, individuals that donate or have provided a legacy for the Trust in their will as well as people who receive our marketing information.

What Information We Collect About You

- Your name
- Your contact details (address and/or email address)
- Your date of birth (if you give these details)
- Your bank details (if you sign up to a regular gift via Direct Debit)
- If a Gift donation, the name and contact details of the gift recipient for whom you are making a gift donation (postal address contact details only)
- How you wish to hear from us (for example via email, post etc)
- What you wish to hear from us about
- Whether you are a UK tax payer (this is so that we can claim Gift Aid on your donation(s), if applicable)
- Your motivation to donate to us and your interest in relation to our work (where you have voluntarily provided this information to us)

How We Use Your Information

We may collect information from you when you sign up to be a Friend of the Trust (whether face-to-face, at an event, online, by postal form or over the telephone), when you pledge or give us a donation (financial, non-financial or a gift in kind), when you respond to one of our mailings, campaigns or competitions or you attend one of our events or take part in a challenge event or fundraise on our behalf or in aid of the Trust, when you register a MyTrust account on our website, or request information from us (e.g. a legacy brochure, a family pack), when you subscribe to our newsletter or you respond to one of our adverts. We may also receive your data from a third party where you give permission to pass on to us (e.g. Just Giving).

We may also collect information from you through our use of cookies (please see our Cookies Policy on the Trust's website).

We use your data to provide you with the services, products or information you have asked for (or expressed an interest in), administrate your donation or support your fundraising (including processing Gift Aid), keep a record of your relationship with us (when and how you contacted the Trust and vice-versa), ensure we know how you prefer to be contacted and understand how we can improve our services, products or information.

If you register as a Friend of the Trust, we will send you a Direct Debit confirmation letter, a welcome pack and a Friends card, as well as a twice-yearly Waterfront magazine. We will also send you an annual Friends card replacement in the post. We may also (from time to time) send out information about our work, how you can get involved and how your support is making a difference unless you have specifically asked us not to.

If you give a one-off cash donation, register to fundraise with us, or register for one of our information packs we will send you a thank you letter unless you have specifically requested us not to. We may also (from time to time) send you information about our work, how you can get involved and how your support is making a difference.

We carry out analysis on our supporters, to determine the success of our communications and to better understand supporter behaviour, patterns and trends. We do this by assessing various types of information including donation behaviour (amounts and frequency) or geo-demographic information (for example, age and location). This analysis helps inform and improve our fundraising practices and to ensure we deploy resources as effectively and as timely as possible, for example, contacting supporters with appropriate information and requests and not wasting resources by contacting people with information that isn't relevant to them

To help us fundraise more efficiently, we may collect information about you that gives us insight into the likelihood of you wishing to support our work. Such information is compiled (either by us or by a contracted third party) by way of non-intrusive profiling using only publicly available information about you such as your location. This helps us to understand the background of our supporters so that we can make appropriate requests to those who are willing to support us.

We may aggregate and anonymise personal data so that it can no longer be linked to any particular individual. This information can be used for a number of purposes – for example; to identify common characteristics amongst our existing supporter base and to make our fundraising as efficient as possible.

We may use Facebook's "Custom Audience" program which allows us to display ads to our existing supporters when they visit Facebook. We may provide information such as your email address to Facebook to allow them to determine if you are a registered account holder with Facebook – this may affect adverts you see when you access Facebook. Your data is sent in an encrypted format that is deleted by Facebook if it does not match with a Facebook account. For more information please see [Facebook's Data Policy](#) and [Facebook's Custom Audience](#) page.

Legal Basis of Personal Data Processing

For posting subscribed materials to our Friends, we are relying on the contractual terms and conditions signed up to when joining the Trust as a Friend.

For posting other materials to Friends and individuals who have made a one-off donation, told us that they have included a gift to the Trust in their will, registered to fundraise for us or registered for one of our information packs, we rely on the legitimate interest of keeping our supporters informed on our work and how donations and fundraising make a difference.

We see our supporter analysis, aggregation and anonymisation and non-intrusive profiling as a legitimate interest where the balance of helping us fundraising more efficiently and our obtaining a greater understanding of our supporters and their interests is in favour of us carrying out this analysis and we are therefore relying on this as a legal basis.

We also see our use of Facebook's "Custom Audience" program as a legitimate interest where the balance of our being able to target ads more efficiently to people who have expressed an interest in our work is in favour of us using this program and we are therefore relying on this as a legal basis.

In terms of any direct marketing emails, SMS and telephone contact we do ask for express "opt-in" consent in accordance with privacy laws

How We Share This Data

We may need internal staff, consultants and external suppliers to access and use necessary personal data for certain limited administrative functions (e.g. processing your Friends memberships and donations)

As a charity that needs support, to help ensure we can continue to unlock the potential of our waterways to transform places and enrich lives, it is vital that we ask our supporters for their opinions on our work and their experience of us. We will occasionally ask research partners to contact our supporters to get their views. This feedback is in line with our promise to put our supporters at the heart of everything we do and will be used to help shape the way that the Trust works in future.

We may also share your data with specialist mail and tele-marketing suppliers acting on our behalf. We always make sure that any of these suppliers adhere to the Trust's values and regulatory guidelines.