



# Canal & River Trust

Making life better by water

## 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, including entering our competitions, signing up for marketing materials and taking part in our campaigns

It is important that you read this section of our privacy schedule together with the main section of our [privacy policy](#). This is so that you are fully aware of how your information is used and your individual rights.

## What Information We Collect About You

- Your title
- Your name (first and surname)
- Your contact details (address, email address and/or phone number)
- 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)
- Your communication preferences (example via email, post etc)
- What you wish to hear from us about
- Whether you are a UK taxpayer (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)
- If you are attending a Trust managed even, we may also require further information specific to that event for safety, wellbeing, and insurance purposes

## 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.

We also use data you provide to personalise your experience with us, mainly through our email communications by sending you information more relevant to you i.e. local to your area, or about things you're interested in.

If you register as a Friend of the Trust, we will send you a Direct Debit confirmation letter and email, 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 buy a Gift Friendship for somebody else, we will use the name and address details you supply to send your loved one a welcome pack and issues of our magazine.

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 confirmation and 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.

If you sign up for our marketing emails, we will send you our regular email newsletter and we will also send you campaign emails about our work and campaigns and how you can get involved to support the Trust.

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 marketing and fundraising practices and to ensure we deploy resources as effectively and as timely as possible, for example, contacting supporters with appropriate information and requests by reducing the amount of irrelevant communications being delivered to enhance supporter experience.

To help us market and 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 also compile information (either by us or by a contracted third party) from publicly available sources on

prospective supporters including high net worth individuals. This enables us to understand the background and interests of a prospect so we can tailor our communication accordingly.

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, helping us to better understand our audience and to make our communications as efficient as possible.

We may also use Facebook’s “Custom Audience” program which allows us to tailor our advertising more effectively by better understanding our supporters on Facebook. To activate this, data from our audiences are locally hashed, and encrypted data will be sent between the Trusts Marketo system and Facebook Business Manager for profile match between the two systems. Facebook delete all data that does not match during the marching process. 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, consent 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 use Facebook’s “Custom Audience” program for building out ‘lookalike’ audiences for enabling cookie tracking of our website visitors. By using lookalike audience modelling we can find Facebook users with similar traits to those visiting key pages on our website. There is a legitimate interest where the balance of us 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.

Our direct marketing emails, SMS and telephone contact requires a direct opt-in for this communication and consent for this is gained 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 and newsletter sign-ups)

## **Research and Surveys**

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, about our communication and their experience of us. We will occasionally send out research ourselves or ask research partners to contact our supporters to get their views. Where possible, we keep survey results anonymous and the feedback provided 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 survey responses 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.