



Canal & River Trust Privacy Statement for Supporters

Introduction

The Canal & River Trust is a registered charity formed in 2012 to care for 2,000 miles of historic inland waterways across England and Wales. Our vision is for living waterways that transform places and enrich lives.

At the Trust we put our supporters at the heart of everything we do. We take our duty to process your personal data very seriously and operate with honesty and transparency. This policy explains how we collect, manage, use and protect your personal data.

Please read our [Supporter Promise](#) for more information on our approach.

This privacy policy aims to give you all the information you need to understand our management and care of your personal data. We may change this document from time to time to ensure it reflects current legislation without notice to you, so please do check it regularly.

In this privacy policy we will cover:

1. **Who we are**
2. **How and what information we collect about you**
3. **Why and how we use your information and on what basis.**
4. **Where your information is stored**
5. **Who has access to your data**
6. **Your rights**

1. Who we are

In this policy references to the Canal & River Trust, or Trust, or “we” or “us” are to the Canal & River Trust, the data controller, a charity registered with the Charity Commission (1146792) and a company limited by guarantee registered in England and Wales (7807276). Registered address: Canal & River Trust, First Floor North, Station House, 500 Elder Gate, Milton Keynes, MK9 1PB.

2. How and what information we collect about you

We may collect information from you in the following ways:

- Our use of cookies (please see our Cookies Policy)
- You contact us in relation to our work (including via social media)
- 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
- You pledge or give us a donation. This may be financial, non financial or a gift in kind.
- You respond to one of our mailings, campaigns or competitions.
- You attend one of our events or you take part in a challenge event, or fundraise on our behalf or in aid of the Trust.
- You have given your data to a third party and give permission for them to pass it onto us (for example Just Giving)
- You register a My Trust online account on our website
- You request information from us (for example; a legacy brochure, a family pack etc).
- You subscribe to our newsletter.
- You respond to one of our adverts (online or offline).

This is the information we collect:



If you support us, for example make a donation – we usually collect:

- 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)

Where it is appropriate, we may also ask for:

- Your motivation to donate to us (we will never make this question mandatory).
- Your interests in relation to our work (we will never make this question mandatory).

3. Why and how we use your information and on what basis.

We will mainly use your data to:

- Provide you with the services, products or information you have asked for.
- Administrate your donation or support your fundraising, including processing Gift Aid.
- Keep a record of your relationship with us (when & how you contacted the Trust & vice versa)
- Ensure we know how you prefer to be contacted
- Understand how we can improve our services, products or information.

Additional uses of data

Analysis

We aim to put our supporters at the heart of everything we do. Understanding our supporters and their interests enables us to provide a better, more relevant experience.

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

We see this as a legitimate interest where the balance of 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. To opt out of this processing, please contact us by referring to our *Your Rights* section.

Supporter Research and Profiling

Fundraising is essential to the Trust's work – we simply cannot achieve our goal to care for over 2,000 miles of waterway without public support. 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 help us to understand the background of our supporters so that we can make appropriate requests to those who are willing to support us. We see this as a legitimate interest where the balance of helping us fundraise more efficiently is in favour of us carrying out this non-intrusive profiling and we are therefore relying on this as a legal basis. To opt out of profiling please contact us by referring to our *Your Rights* section.



Anonymised Data

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 see this as a legitimate interest where the balance of making our fundraising more efficient is in favour of us carrying out this aggregation and anonymisation of existing supporter data and we are therefore relying on this as a legal basis. To opt out of this processing, please contact us by referring to our *Your Rights* section.

Facebook

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 at <https://en-gb.facebook.com/policy.php> and Facebook's Custom Audience page <https://www.facebook.com/business/help/744354708981227>.

We see this 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. To opt out of this processing, please contact us by referring to our *Your Rights* section.

Research

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 see this as a legitimate interest where the balance of our being able to gain a greater understanding the opinions and experiences of our supporters is in favour of us sharing personal data with our research partners. To opt out of this sharing, please contact us by referring to our *Your Rights* section.

How we Communicate with our Supporters

From 25th May 2018, we will be asking supporters to "opt in" for email, phone and SMS communications. This means that if you donate to the Trust, you will have a choice of whether we contact you by email, telephone and SMS. This consent is the legal basis that we will rely on for this kind of communication with you.

If you register to be a Friend of the Trust, in order to fulfil the service you have requested - we will always send you a Direct Debit confirmation letter, a welcome pack and Friends card, and twice-yearly Waterfront magazine. We will also send you an annual Friends card replacement in the post. The performance of these contractual obligations is the legal basis we are relying on for these communications with you. To opt out of these communications and/or services, please contact us by referring to our *Your Rights* section.

As you have expressed an interest in our work, 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. Each postal communication you receive from us will contain clear and easy to follow instructions on how to opt out of these mailings. We see this as a legitimate interest where the balance of our being able to target our communications to those people supportive of our work is in favour of us sending you this information. To opt out of this communication, please contact us by referring to our *Your Rights* section.

If you give a one-off cash donation, register to fundraise for us, or register for one of our information packs - we will always send out a thank you letter unless you ask us not to do so. 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 as you have expressed an interest in our work. We see this as a legitimate interest where the balance of our being able to thank our supporters and target our communications to those people supportive of our work is in favour of us sending you these communications. To opt out of this communication, please contact us by referring to our *Your Rights* section.

If you tell us that you wish to include a gift to the Trust in your will, we will always send out a thank you communication. We may also send you information about our work, invite you to events and give you information about how charitable support is being used. We see this as a legitimate interest where the balance of our being able to thank our supporters and target our communications to those people supportive of our work is in favour of us sending you these communications. To opt out of this processing, please contact us by referring to our *Your Rights* section

4. Where your information is stored

All information you provide is stored on secure servers in accordance with our internal security policies and external regulatory requirements.

Where you have set up a My Trust online account on our website, you are responsible for keeping your password secure. We ask that you do not share this password with anyone.

Personal data will be disposed of in line with legislation and our organisational need. We review what information we hold and will look to delete what is no longer required.

5. Who has access to your data

To help us communicate the work we are doing and provide these services we will occasionally ask external organisations to contact you on our behalf (for example a mailing house to deliver a magazine or a tele-marketing agency to welcome new Friends of the Trust). When we use external organisations to work for us, we work closely with them to ensure they deliver the Trust's values and adhere to regulatory guidelines. We will only share data with specialist suppliers for marketing purposes if they are working directly on our behalf.

We may allow our staff, consultants and/or external suppliers acting on our behalf to access and use your information for the purposes for which you have provided it to us (for example to process payments). We ensure they only have access to data necessary for them to perform the service we have asked them to do.

6. Your Rights

You can change the way you hear from us at any time by contacting our Supporter Care Team on **0303 040 4040** (lines open 8am – 6pm, Mon-Fri, calls charged at local rates) or by emailing whatsnew@canalrivertrust.org.uk. You can also amend your preferences in your [My Trust](#) account.

Instructions on how to unsubscribe from emails will be included in each email communication we send.

You have a right to request a copy of the information that we hold about you and to be informed how the information the we hold has been used. You also have a right to request that we correct any incorrect data that we hold. You have the right to request that your data is deleted, and you can also object to or request that we restrict how we use your data. If you want to exercise any of these rights or if you are not happy with or have any problems with the way the trust has treated your data please email the Information Officer at information.request@canalrivertrust.org.uk

You have a right to complaint to the Information Commissioner's Office if you are unhappy with our response or you believe that we have broken the law in the way we have used your data or complied with your rights.



Canal &
River Trust

This policy was last updated: April 2018