

Further Privacy Information for Donors to Julian House

When you donate to Julian House, unless it is anonymous, we will collect, share, and store personal information relating to you.

What information do we hold about you?

The information we hold about you would normally include the following:

- Your full name
- Contact details: postal address, email address, telephone number
- Bank account details
- Relationships to other donors if known e.g. parent, child
- Current interests and activities relevant to Julian House's work or our fundraising
- Gift Aid status
- Donation history
- Event registration and attendance
- Communication preferences
- Event photographs, videos, and audio recordings (only with your consent)

Where does the information come from?

You may provide the information to us. We may also receive information when you donate using our website and third-party donation platforms such as Just Giving.

What information do we record?

As a donor we will record information relevant to our fundraising activities. Examples of the records we hold are shown below:

- Responses to surveys about our fundraising activities
- Emails sent between you and our Fundraising team

Where do we store your information?

We store your data electronically wherever possible on cloud-based servers, either in a donor database system, or in an electronic filing system. Any data obtained in paper format is scanned onto our electronic database and the paper copy is destroyed.

How do we use your information?

We use your data for several purposes, mainly:

- To understand your needs and interests as a donor so that we can provide you with relevant and interesting marketing information, if you would like to hear from us
- To generate future income by making appropriate requests from you

- To claim Gift Aid on your donation if applicable

Do we use data profiling?

Yes, we may use profiling and database segmentation techniques to analyse your personal information, and create a profile of your interests, and preferences. A targeted approach allows us to ensure communications are relevant and timely, to provide an improved experience for our supporters. It also helps us understand the background of our supporters so that we can make appropriate requests to those who may be willing and able to donate more than they already do or leave a gift in their will. This enables us to raise funds quicker and in the most cost-effective way.

We use information that is already in the public domain (information that has been published in print or online), such as Companies House, to identify individuals who may be interested in supporting our work. We also carry out research to identify existing supporters who may be able to join our major donor programme. This is based both on publicly available information and information our supporters have given us voluntarily e.g. where a person lives.

What lawful basis do we use to process your data?

We hold basic details of your donation and Gift Aid status so that we can comply with our legal obligations to keep financial records and claim gift aid.

We may approach you for fundraising purposes or marketing purposes if you have given your consent for us to do so.

Who can view your data?

Your information will be shared within the organisation with the fewest number of people as possible. This would normally include members of the Fundraising team.

When do we disclose your information to a third party?

In order to claim Gift Aid, we will need to disclose some of your information as required by HMRC. We will not disclose any other information without your consent.

Money laundering

In order to comply with money laundering regulations, we are legally required to perform certain checks on large donations.

Your rights

Please see our main Privacy Statement for further information and your rights regarding your data. This can be found on the Julian House website.