

Gift Aid Privacy Policy

Little Bird Baby Bank collects data to identify you if you make a donation.

We do not sell or swap your personal information to other organisations for them to use in their own marketing activities.

What sort of information does we ask for?

- Information includes your contact details, such as email address, postal address and phone number to be able to process a donation or claim Gift Aid.
- Financial data, such as your bank or card details - so that we can process your donation on our behalf.
- Marketing data, such as your preferences for how we communicate with you.

We sometimes receive donations via other third party donation platforms (e.g. JustGiving). Please refer to their privacy policies to find out how they keep your data secure.

How we use your information

We'll only use your data for the reason it was collected. For example, for:

- Processing information internally;
- Deciding how we continue to communicate with you and what we send;

The lawful grounds we use to process your personal data are:

- Contractual (self referrals)- if we enter into a contract with you, we'll process information to administer that contract;
- Legal obligations - we'll sometimes pass on personal information to comply with our legal obligations. For example, providing tax and gift aid information to HMRC in the UK

Facebook and Instagram

Facebook and Instagram might use the information they collect about the pages you've visited on our website, to serve you advertising based on this information. You can learn more about how Facebook uses cookies on their website - it includes information about how you can control how Facebook uses cookies in relation to your account.

When would we share your information.

We might share your information without your consent if we're required to by law, for example:

- To assist police enquiries;
- In response to court orders;
- To prevent fraud;

- To protect your safety or the safety of others.

How we store your information

We will store your information for 6 years (by law). If you tell us you don't want us to contact you, we will still need to store your information for financial reasons.

We will do all we can to maintain the security, integrity and confidentiality of your data and make sure your information is handled sensitively and securely.

How to contact us about your information:

You can contact Little Baid Baby Bank via email sualittlebirdbabybank@aol.com and ask:

- What information the charity has stored about you;
- To change or update your details or to delete your information.