

Crackerjacks GDPR & Privacy Policy

Crackerjacks Children's Trust are committed to keeping the information of our donors, supporters, service users and website visitors secure and managed in accordance with our legal responsibilities under GDPR laws.

We want you to know that we are not in the business of selling, renting, trading or giving data to any other companies or businesses for marketing purposes. This Privacy Policy provides information about what personal data we collect, how we use it and how we keep it secure.

Where We Get Your Information From

Directly From You

You may give us your information in order to sign up for one of our events, tell us your story, make a donation, purchase our products or communicate with us.

Indirectly From You

Your information may be shared with us by independent event organisers, for example, the London Marathon or fundraising sites like Paypal, JustGiving or Virgin Money Giving. These independent third parties will only do so when you have indicated that you wish to support Crackerjacks Children's Trust and with your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

Other Organisations

We may combine information you provide to us with information available from external sources in order to gain a better understanding of our supporters to improve our fundraising methods, products and services.

The information we get from other organisations may depend on your privacy settings or the responses you give, so you should regularly check them. This information comes from the following sources:

- Third Party Organisations - You may have provided permission for a company or other organisation to share your data with third parties, including charities. This could be when you buy a product or service, register for an online competition or sign up with a comparison site.
- Social Media - Depending on your settings or the privacy policies for social media and messaging services like Facebook, WhatsApp or Twitter, you might give us permission to access information from those accounts or services.
- Information Available Publicly - This may include information found in places such as Companies House and information that has been published in articles/ newspapers.

Our Website

Like most websites, we use "cookies" to help us make our site – and the way you use it – better. A cookie is a small amount of data, which often includes an anonymous unique identifier that is sent to your browser from a web site's computers and stored on your computer's hard drive. If you reject all cookies, you may not be able to use some parts of our website that require you to "sign in" and you may not be able to take full advantage of all offerings. You can configure your browser to accept all cookies, reject all cookies or notify you when a cookie is set.

We may use cookies for a number of purposes, including to:

- Require you to re-enter your password after a certain period of time has elapsed.

- Keep track of preferences you specify while you are using the site, products and services.
- Estimate and report our total audience size and traffic.
- Conduct research to improve the content and services provided on our site.

Our website uses Wix services (www.wix.com). Wix uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

What Data We Collect and How We Use It

The type and quantity of information we collect and how we use it depends on why you are providing it.

We will only collect, use and otherwise handle your personal data where:

- You have consented to this specifically
- It is necessary to fulfil legal obligations
- It is necessary for our legitimate interests in relation to running our daily operations, as long as, in each case, these interests are in line with applicable law and your legal rights and freedom.

Supporters

If you support us, for example by making a donation, volunteering, registering to fundraise, signing up for an event or buying something from us, we will usually collect:

- Your name
- Your contact details

Where it is appropriate we may also ask for:

- Whether, and how, you would like to be contacted
- Your date of birth
- Financial information
- Gift Aid eligibility
- Information relating to your health and disability (for example if you are taking part in a high-risk event)
- Your reasons for supporting us (we will never make this question mandatory, and only want to know the answer if you are comfortable telling us)
- Your responses to our campaigns

We will mainly use your data to:

- Keep you up to date with the services, products or information you have asked for
- To ask for more support in the way that you have chosen
- To run our events
- Administer your donation or support your fundraising, including processing Gift Aid
- To fulfil our legal responsibilities for financial and Gift Aid reporting
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Understand how we can improve our services, products or information.

We will only keep your data for as long as is necessary. If you have kindly donated to us, we are required to keep this data for a minimum of seven years but we will not use the data to contact you if you have requested us not to.

Building profiles of supporters and targeting communications

We use profiling and screening techniques to ensure communications are relevant and timely, and to provide an improved experience for our supporters. Profiling also allows us to target our resources effectively, which donors consistently tell us is a key priority for them. We do this because it allows us to understand the background of the people who support us and helps us to make appropriate requests to supporters who may be able and willing to give more than they already do. Importantly, it enables us to raise more funds, sooner, and more cost-effectively, than we otherwise would.

When building a profile we may analyse geographic, demographic and other information relating to you in order to better understand your interests and preferences in order to contact you with the most relevant communications. In doing this, we may use additional information from third party sources when it is available. Such information is compiled using publicly available data about you, for example addresses, listed Directorships or typical earnings in a given area.

Direct Marketing

We may contact you to let you know about the progress we are making and to ask for donations or other support. We make it easy for you to tell us how you want us to communicate, in a way that suits you. Our forms have clear marketing preference questions and we include information on how to opt out when we send you marketing. If you don't want to hear from us, that's fine, just let us know when you provide your data or contact us on 0300-124-0122 or email info@crackerjacks.org.uk

We do not sell personal details to anyone or for any purpose ever. We do not share personal details with third parties for the purposes of marketing, but if we run an event in partnership with another named organisation your details may need to be shared. If this is the case, we will be very clear what will happen to your data when you register.

Sharing Your Story

Some people choose to tell us about their experiences, such as their experience of coping with a disability, attending our respite home, receiving equipment or sensory toys or maybe a fundraising story, to help further our work. This may include them sharing sensitive information related to their health and family life in addition to their biographical and contact information. We use some of the information provided, including gender, ethnicity or the type of disability people have experience with, to target opportunities to get involved. If we have the explicit and informed consent of the individuals, or their parent or guardian if they are under 18, this information may be made public by us at events, in materials promoting our campaigning and fundraising work, or in documents such as our annual report.

Children's Data

We collect and manage information about children, and aim to manage it in a way that is appropriate to the age of the child. Information is usually collected when parents provide information to our Family Support Team in relation to one or more of the services we provide, or when children attend our events or fundraise for us.

Where possible and appropriate we will seek consent from a parent or guardian before collecting information about children. Our events have specific rules about whether children can participate, and we'll make sure advertising for those events is age appropriate.

Sharing Your Data

We will never share your data, unless we are required to for legal or regulatory reasons. We will never sell, trade or rent your data with other organisations.

How We Keep Your Data Safe

We ensure that there are appropriate controls in place to protect your personal details. For example, our online forms are always encrypted and our network is protected and routinely monitored. In addition, any hard copies of information are stored securely in a locked place. We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff, volunteers and contractors.

Keeping Your Information Up To Date

Where possible we use publicly available sources to keep your records up to date; for example, the Post Office's National Change of Address database and information provided to us by other organisations as described above.

We really appreciate it if you let us know if your contact details change.

Your Rights

You have a right to ask us to stop processing your personal data. We will immediately stop processing your data if you ask us to but we may have to keep it for legal reasons explained above.

Please contact us on 0300-124-0122 or email crackerjacks.org.uk if you have any concerns.

You have a right to ask for a copy of the information we hold about you. If you want to access your information, please send a description of the information you want to see and proof of your identity to us by post to Crackerjacks Children's Trust, 24a Worcester Street, Kidderminster, Worcestershire, DY10 1ED or by email to info@crackerjacks.org.uk. If there are any discrepancies in the information we provide, please let us know and we will correct them.