

Space for Giants – Privacy Policy

Introduction

Space for Giants. We promises to respect any personal data you share with us. We aim to be clear when we collect your data and not do anything you wouldn't reasonably expect.

Developing a better understanding of our supporters through their personal data allows us make better decisions, fundraise more efficiently and, ultimately, helps us to reach our goal of securing a future for elephants.

We will only send communications to those that have explicitly stated that they are happy for us to do so.

WHERE WE COLLECT INFORMATION ABOUT YOU FROM

We collect information when you give it to us directly.

You may give us your information in order to make a donation or sign up for one of our events. Sometimes when you support us, your information is collected by an organisation working for us (e.g. a professional fundraising agency), but we are responsible for your data at all times.

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.

When we collect it as you use our website:

Like most websites, we use “cookies” to help us make our site – and the way you use it – better. Cookies mean that a website will remember you. They're small text files that sites transfer to your computer (or phone or tablet). They make interacting with a website faster and easier – for example by automatically filling your name and address in text fields.

WHAT PERSONAL DATA WE COLLECT AND HOW WE USE:

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

Supporters

If you support us, for example make a donation, register to fundraise or sign up for an event:

- Your name
- Your contact details
- Your date of birth
- Your bank or credit card details.

We will mainly use your data to:

- Provide you with the information you asked for
- Administer your donation or support your fundraising, including processing gift aid
- 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 may also use your personal information to detect and reduce fraud and credit risk.

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.

Direct Marketing

With your consent, we will contact you to let you know about the progress we are making and to ask for donations or other support. We do not sell or share personal details to 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. We will be very clear what will happen to your data when you register.

HOW WE KEEP YOUR DATA SAFA AND WHO HAS ACCESS

We ensure that there are appropriate technical controls in place to protect your personal details. For example our online forms are always encrypted and our network is protected and routinely monitored.

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.

We use external companies to collect or process personal data on our behalf. We do comprehensive checks on these companies before we work with them, and put a contract in place that sets out our expectations and requirements, especially regarding how they manage the personal data they have collect or have access to.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

YOUR RIGHT TO KNOW WHAT WE KNOW ABOUT YOU, MAKE CHANGES OR ASK US TO STOP USING YOUR DATA

You have a right to ask us to stop processing your personal data, and if it's not necessary for the purpose you provided it to us for (e.g. processing your donation or registering you for an event) we will do so. Contact us on info@spaceforgiants.org if you have any concerns.

You have a right to ask for a copy of the information we hold about you. If there are any discrepancies in the information we provide, please let us know and we will correct them.

If you want to access your information, send a description of the information you want to see and proof of your identity by post to Space for Giants, 12 The Courtyard, Ladycross Business Park, Hollow Lane, Dormansland, Lingfield, Surrey, England, RH7 6PB. We do not accept these requests by email so we can ensure that we only provide personal data to the right person.

If you have any questions please send these to info@spaceforgiants.org.