

Legal Basis

Data Protection law sets out the legal grounds under which we can use your personal information.

It may be where you have given us your **consent**. This will be for a purpose that you have told us about, such as to process your membership application, provide you with a product, service or information at your request.

It may be where we have a **legal obligation** to use or disclose information about you – for example, we must retain donor transaction details for Gift Aid or accounting/tax purposes or if we are ordered to do so by a court or regulatory authority ,

It may be because it is necessary to use your data to communicate with you, or provide an activity, in a way that you would reasonably expect. The law calls this 'legitimate interest'.

Whenever we process your personal information under 'legitimate interest', we have to make sure that the processing is necessary to carry out the task, that we couldn't achieve it in a less intrusive way and that we take into account your rights and interests.

Examples of where we may use personal information this way are:

- To tell current members and supporters about our activities and services;
- To verify who we deal with to protect our charity against fraud, money laundering and other risks;
- To maintain and administer our donor records and systems;
- To improve our services;
- To deal with complaints and claims, or for complying with guidance from the Charity Commission; or
- To conduct research to better understand who our supporters are and better target our fundraising activity.

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