



# Privacy Policy

Effective from 01 December 2020

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## Data Protection

Labrador Retriever Rescue Southern England promise to respect any personal data you choose to share with us. We value your trust, and will never use your data other than for the purposes that you have opted-into.

We are committed to both protecting and respecting your privacy, and we take data protection very seriously. We will never exchange or sell your information to another organisation, however we do need to collect and use your personal information for carefully considered and legitimate business purposes.

Developing a better understanding of our supporters through their personal data allows us make better decisions as we continue to work towards our charity's mission of providing as many Labradors and Labrador Crosses with their forever home.

The below statement explains how Labrador Retriever Rescue Southern England collects and uses your personal information, what data we collect, our legal basis for its use, and your rights in respect to this personal data.

Under data protection laws, we have a legal duty to protect any information we collect from you. We use appropriate measures to safeguard your information, and maintain strict standards to prevent unauthorised access to it. The terms of this statement may change from time to time, and will be updated here accordingly.

### Who are we?

The processing of your personal data is carried out by or on behalf of Labrador Retriever Rescue Southern England (LRRSE). LRRSE is a UK registered charity (1105955).



## What do we do?

Labrador Retriever Rescue Southern England, or LRRSE, (“us”, “we”, or “our”) operates the <https://labrador-rescue.org.uk> website (the “Service”).

We are a small, independent, volunteer-led charity united with the aim to rehome Labrador and Labrador Crosses with loving, forever homes.

This privacy policy informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, accessible from <https://labrador-rescue.org.uk>.

## How can you contact us?

If you have any questions or concerns regarding our Privacy Policy or our processing of your personal information, please contact Alexandra Davis, our Data Protection Officer.

Email: [alex.lrrse@gmail.com](mailto:alex.lrrse@gmail.com)

## Information Collection and Use

*We may collect information about you directly whenever you interact with us, in order to provide and improve our Service to you. For example, when you contact LRRSE*



regarding our activities, send or receive information, engage with our social media or make a donation, you may provide us with your personal information.

*We may receive information about you when you interact with third parties with whom we work. For example, if you make a donation via a third party website (e.g. JustGiving or PayPal) and allow them to share your information with us.*

## Types of Information Collected

We collect and use your personal information either directly or from third parties with whom we work. This personal information may include name, address, email address, telephone numbers, date of birth and contact preferences. We also collect information about the services you use, any purchases or financial transactions you make, or marketing preferences you give. We maintain a record of communications we send you and we may log any communications that you send us.

If you have kindly Gift Aided your donation to LRRSE, we must record the fact you are a UK taxpayer and we must maintain a record of the amount of Gift Aid we have claimed.

## Processing 'Sensitive' Personal Information

Under data protection laws, certain categories of personal information are recognised as 'sensitive'. This may include health information, ethnicity, religious beliefs and political opinions. We do not collect this information without a clear reason for doing so, such as, if a supporter were to run a marathon on behalf of LRRSE then we would require this information to enable participation in an event.

## Information Use

We may use your information in a number of ways, such as:

- To provide you with information about our work or our activities;



- To invite you to participate in interactive features on our website or social media channels;
- To process donations we may receive from you;
- To process applications for rehoming or fostering one of our dogs;
- To provide you with information, products or services that you have requested from us or that we feel may be of interest to you;
- For administrative purposes (for example, we may contact you to provide information requested from us or with a query regarding a donation you may have made to us);
- For internal record keeping relating to any donations, feedback, or complaints;
- To invite you to participate in voluntary surveys or research;
- To analyse and improve the content and operation of our website;
- To analyse the personal information we collect about you and use publicly available information to better understand your interests and preferences to ensure we contact you in the most appropriate way and do not send you unwanted communications;
- To disclose or otherwise use your information where we are required to by law.

In particular, we may contact you for marketing purposes by email if you have agreed to be contacted in this manner. You may have agreed to be contacted either through written confirmation directly to us, or through a third-party organisation, such as, JustGiving or MailChimp. If you wish to change your marketing preferences, we have listed the details below.

### [How will we disclose the information we have collected to outside parties?](#)

LRRSE may provide your information to our third party service providers that work with us to deliver our charity purposes. Where you have agreed to receive email marketing communications from us, we may provide your email address in an encrypted format to digital marketing platforms, such as, MailChimp. These service providers are required by law to comply with data protection laws and to ensure they have appropriate controls in place to protect the security of your information.



We will never sell your details. We will never exchange your information to another organisation for their own marketing purposes.

### How do we protect your personal information?

At LRRSE, we always take appropriate physical and electronic measures to ensure that your information is kept secure, accurate and up to date, and that it is only kept for as long as is reasonable and necessary.

Whilst we use appropriate security measures in regards to the handling of your personal information, the transmission of information over the internet is never completely secure. As such, while all appropriate steps are taken to protect your personal information, we cannot guarantee the security of information transmitted to our website, or through a third-party provider. We will continue to take all steps reasonably necessary to ensure that your data is processed securely and in accordance with this Privacy Policy.

### How long is personal information kept?

We will keep your information no longer than is reasonably necessary for the purposes for which it is held (for example, taking into account relevant legal retention requirements).

### How do I change my marketing preferences?

You can change your marketing preferences at any time, by:

- Indicating that you do not wish to receive marketing emails by clicking the 'unsubscribe' link at the end of our marketing emails;
- Contacting us by email or telephone.



## What are my data protection rights?

Under UK data protection law, you have certain rights over personal information that we hold about you. These rights are summarised below however please note that exceptions do apply to a number of these rights, and not all will be applicable.

If you wish to raise a concern or make a complaint about how we process your personal data, please contact our Data Protection Officer. Please explain your request or concern in as much detail as possible to help us action your request.

Your rights in relation to our processing of your personal information include:

- **Right to object to the processing of your data.** You have the right to object to our processing of your personal data in certain circumstances.
- **Right to have inaccurate or incomplete personal information corrected or completed.** If you believe there are errors in your personal information, you have the right to ask for it to be corrected or completed.
- **Right to restrict processing.** If there is a disagreement about the use of your personal information, namely based on accuracy or legitimate usage, you have the right to ask us to stop making active use of such personal information.
- **Right of erasure.** In certain circumstances, you have the right to request that we delete your personal information.
- **Right of access.** You can write to our Data Protection Officer to request information we hold relating to you, and ask to receive a copy of this information. Providing proof of identity, we will provide this personal information.
- **Right to receive your personal information in a portable format.** In certain circumstances, where we are processing information you provided because you gave your consent, and the processing is carried out by automated means, you may ask to receive this in a portable format.



If you are not happy with how your request or complaint is handled, you can contact the Office of the Information Commissioner, which oversees the protection of personal data in the UK.

## Why do we process your personal information?

As a charity, we follow several laws including:

- Data Protection Act 2018
- General Data Protection Regulation (EU) 2016/679

Current data protection laws identify six legitimate ways to process your personal data. At LRRSE, the following are relevant to the purposes that we are processing personal information for.

- Information is processed on the basis of '**legitimate interests**'
- Information is processed on the basis of **consent**
- Information is processed on the basis of a **legal obligation**

### Legitimate Interests

The law permits personal data to be collected and used if it is necessary for a legitimate business interest of the organisation, providing it is used in a fair, transparent way.

In any event, where we are relying on legitimate interests to process your personal information, we will consider any potential impact on you and your rights under data protection laws.

### Consent

The law allows personal information to be processed providing you have consented for us to use your personal information in a certain way. For example, LRRSE will





only provide you with marketing and fundraising emails, providing we have received your explicit consent to do so, either direct to us or via a third-party organisation, such as, JustGiving.

## Legal Obligation

The law allows your personal information to be used where the processing is reasonably necessary to comply with a legal obligation to which we are subject. For example, we may rely on this basis where we are obliged to share your personal information with HMRC or a regulator to comply with the law.

## Other Websites

We cannot be held responsible for the privacy of data collected by websites not owned or managed by LRRSE, including any linked through our website, email marketing or social media.

## Email Terms of Use

Emails are not always secure, and may be intercepted after they have been sent. LRRSE cannot accept any liability if this happens. The contents of emails reflect the author's view and not necessarily those of LRRSE as a charitable organisation.

## Cookie Consent

By using our website, our social media pages (such as Facebook, Twitter and Instagram), subscribing to our services, donating to us and/or shopping online, you agree that, unless you have set your computer's browser to reject them, we can use cookies in accordance with this policy.

## Usage Data



We may also collect and process information about how the Service is accessed and used ('Usage Data'). We may collect information about your interactions with us, including details about our correspondence via email, telephone, social media, in person, details about the donations you make to us, and any other support you provide to us.

### Notification of changes to Privacy Policy

This Privacy Policy may change from time to time, and this document will be updated accordingly to reflect that. We will notify you about significant changes by sending a notice to your primary email address, if you have agreed to receive email marketing messages from us, or by placing a prominent notice on our website.

### What to do if you are not happy with this Privacy Policy?

In the first instance, please talk to us directly so we can resolve any problem or query. You can contact us via our website, email or on social media where one of our team can assist you further. Alternatively, please contact Alexandra Davis, our Data Protection Officer directly, using the email [alex.lrrse@gmail.com](mailto:alex.lrrse@gmail.com).

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