

Privacy Policy

At the Laughter Specialists, we are committed to protecting your personal information and being transparent about what we do with it. We will use your personal information in accordance with all applicable laws concerning the protection of personal information and not to do anything with your information you wouldn't reasonably expect.

This Privacy Policy covers:

- Who are we
- What the Laughter Specialists privacy policy does
- How we get your personal information
- What information we collect
- How we use your information
- How we will communicate with you
- What 'consent' and 'preferences' are
- Who we share your information with
- Children - anyone under the age of 16
- Social media
- Information & support services
- Your rights

Who are we?

In this policy references to the Laughter Specialists, or to 'we' or 'us' are to the Laughter Specialists which is a registered charity in England and Wales.

The Laughter Specialists is what's known as the 'controller' of the personal data you provide to us. We will usually collect basic personal data about you like your name, postal address, telephone number, email address and your bank details, if you are giving us a donation for example.

Sometimes we will collect other information about you such as your date of birth, gender, or your relationship to another individual. We will always be very clear with you about the reasons why we may wish to collect such information, and we will only do so with your specific consent and permission.

Data Processors

Sometimes we appoint third parties to take on tasks for us like managing the production of print materials for delivery, as well as the storage and delivery of fundraising materials such as leaflets. These third parties are known as 'data processors'.

Where we appoint a third party to process data, it will always be with a formal agreement in place between the Laughter Specialists and that organisation, to protect the security of your data. See the section 'who we share your information with'

If you would like a list of third party processors you can request it by contacting the Data Controller.

Regional Fundraising Volunteers

The Laughter Specialists is supported by a network of fundraising volunteers, who carry out fundraising activity around the country on our behalf. These volunteers may collect personal data from members of the public who are involved with this fundraising activity. Because they are acting on our behalf, the Laughter Specialists are the Data Controller for any personal data held by the volunteers, so the rest of this Privacy Policy also applies to that data.

What does the privacy policy do?

Our privacy policy explains how we will use any data that you share with us. We are legally required to tell you how we will use this information and give you the opportunity to opt out of marketing communications (i.e. tell us not to use your information in that way) you can always contact us.

We may change this document from time to time to reflect the latest view of what we do with your information. Please check back frequently; you will be able to see if changes have been made by the date it was last updated at the end of the document.

Privacy policy

The Laughter Specialists ("we") is committed to ensuring your data is kept safe and secure, and will be accessed only when there is a clear need. We will also ensure that your preferences for how we contact you with marketing communications are respected. All staff receive data protection training, and relevant data safeguards and policies are in place.

Privacy, confidentiality – what does it all mean?

We use your data in a number of ways based on the law and what you tell us you're happy for us to do with it. We're absolutely committed to keeping your details safe, and to ensuring it's easy to understand what we do with them. How we can contact you with marketing communications is up to you.

By 'confidentiality', we mean that we will only access or process your data when there is a clear need, or where you have given express consent to be contacted.

How do we get your personal information?

We collect your personal information in several ways:

When you provide it to us directly. You may give us your information to sign up for one of our events; when you contact us to ask about our activities or to tell us your story; if you order products from us, or enquire about being a volunteer; when you make a donation to us, fundraise on our behalf, or otherwise give us personal information.

When you have given it to a third party and you have provided permission to pass your information on to us. For example, if you register for the Virgin London Marathon and select the Laughter Specialists as your charity. When providing permission for third party organisations to share your data you should check their Privacy Policies carefully to understand fully how they will process your data.

We combine the information from these sources with the information you provide to us directly.

What information do we collect?

We collect personal information in connection with specific things we do. These include donations and challenge event activities, and involvement with our work.

The information is either needed to fulfil your request or to enable us to provide you with a more personalised service. You don't have to disclose any of this information to browse our sites.

How do we use your information?

We may process it in various ways. For example, if you've requested information by filling in a form, we use it to ensure we're sending you what you've asked for; if you make a donation, we need some personal data to process the payment.

When we collect your data we may ask you for permission to send you information about our work that we feel you would be interested in. This is known as 'marketing communications' (see 'Consent and preferences').

There are a number of ways that we may use your personal information:

We use your information to keep a record of your relationship with us and for internal administrative purposes (such as our accounting and records), and to let you know about changes to our services or policies.

We use your personal information look into, and respond to, complaints, legal claims or other issues.

We use your personal information to claim Gift Aid on your donations.

Marketing communications

Marketing communications could include providing information about the work that we do and how we spend our money, or opportunities to get involved in our work or to support us through donations or fundraising.

We may use your information to send you communications about our work and how you can help, for example, volunteering and fundraising activities and how you can donate to us. Our forms have clear marketing preference questions and we include information on how you can say no to such marketing.

Sensitive personal data

Data Protection law recognises that certain categories of personal information are more sensitive. This is known as 'sensitive personal data' and covers health information, race, religious beliefs, genetic and biometric data and political opinions.

We will be very clear with you when we wish to collect such information and will explain our reason for collecting it. We would only collect this information with your specific consent.

Legitimate interest

Under the new data protection law starting in May 2018 we have a number of lawful reasons that we can use (or 'process') your personal information. One of the lawful reasons is called 'legitimate interests'.

In all cases, we balance our legitimate interests against your rights as an individual and make sure we only use personal information in a way or for a purpose that you would reasonably expect in accordance with this Policy and that does not intrude on your privacy or previously expressed marketing preferences. These may include being able to:

send materials to you by post or contacting you by telephone for fundraising purposes (subject to checking against the Telephone Preference Service and any existing marketing preferences);

conduct research to better understand who our supporters are and better target our fundraising activity;

monitor who we deal with to protect our charity against fraud, money laundering and other risks;

maintain and administer our donor database.

Where we process sensitive personal data, we will make sure that we only do so in accordance with one of the additional lawful grounds for processing such as where we have your explicit consent, if you have made that information manifestly public or we need to process this information to protect your vital interests. When we do this, we will tell you what sensitive personal data we are collecting and why.

When I give you my information, where does it go?

If we ask you for personal information at any point, you are only sharing that information with the Laughter Specialists alone, unless otherwise stated. All the personal data we process is processed by our staff in the UK.

Making changes to how we use your information

If you do not wish your data to be used in any of the ways listed above or have questions about this you can contact us.

How will we communicate with you?

Email/text marketing: If you actively provide your consent to us along with your email address and/or mobile phone number, we may contact you for marketing purposes by email or text message. By subscribing to our emails or opting in to email communication from us, you grant us the right to use the email address provided for both email marketing purposes and advertisement targeting

Post/telephone marketing: If you have provided us with your postal address or telephone number we may send you marketing communications or telephone you about our work, unless you have told us that you would prefer not to receive such information. We actively check telephone numbers against the Telephone Preference Service and will only make telephone calls to you where your telephone number is listed on the TPS if you have specifically told us that you do not object to such calls and have consented to receive them.

Your choice: It is always your choice as to whether you want to receive information about our work, how we raise funds and the ways you can get involved. If you do not want us to use your personal information in these ways,

If you have any questions on our Privacy Policy, please contact us on

The Laughter Specialists Charitable Trust – Charity no. 1132987

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