



Privacy Policy

June 2020

Please read this policy very carefully to then understand how we collect, use and store your personal data.

Introduction

The Laughter Specialists Charitable Trust is a registered charity - Charity no. 1132987 and our registered address is 17 Crawley Hobbs Close, Saffron Walden, CB11 4GD.

At the Laughter Specialists we take your privacy very seriously and are committed to protecting your personal information.

This privacy policy explains how we may collect and use the information you give us.

This policy includes:

- How we collect information
- Where we collect information from
- What personal information we collect
- How we will use your personal information
- Children's data
- How we keep your data safe and who has access to it
- How we keep your information up to date
- Your right to your information
- Changes to this policy

How we collect information

We may collect information about you whenever you interact with us, for example when you:

- Enquire about our activities or services, visit our website or donate to us
- Sign up to receive updates on a campaign or our activities



- Post content to our website/social media sites (including Facebook)
- Create or update a profile
- Volunteer for us
- Take part in one of our fundraising events or fundraise on our behalf
- Attend a meeting with us and provide us with information about you
- Parental permissions
- Contact us through the following channels: online, email, phone, SMS, social media or post

We may also receive information about you from third parties – but only if you've given them permission to share your information.

We could collect information in the following ways

- **When you give us information directly**
You may provide your details to us when you request specific information, make a donation, campaign for us or participate in one of our events. We may work with a professional fundraising agency, which will collect this information on our behalf, but please be assured we are still responsible for your data.
- **When you give us information indirectly**
Your information may be shared with us when you use other fundraising sites and provide your consent to be contacted by The Laughter Specialists. For example, if you are fundraising for us via Just Giving or Virgin Money. These organisations will have their own privacy policy and/or privacy statements, so please do ensure you understand this when providing your data.
- **When you have given other organisations permission to share it**
You may have provided your details to another organisation that works with The Laughter Specialists. For example, in order to sign up to a third-party event. However, when working with other organisations, we work to ensure it's completely clear to you that your information will be shared with The Laughter Specialists. The information we get from these services depends on your settings or the response choices you give, so you should regularly check what you have agreed to with third party organisations.



- **Social media**

Depending on your settings or the privacy policies for social media and messaging services like Facebook and Twitter, you might give us permission to access information from those accounts or services.

- **When your information is available from other public sources**

We may collect personal details about you from the public domain, such as from social networks, company websites, political & property registers and news archives.

What categories of personal information we collect

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

Where you support us, for example by making a donation, volunteering, registering to fundraise, signing up for an event or campaigning for us, we may collect where relevant:

- Your name
- Your contact details (full address, email address and phone number)
- Your date of birth
- Your bank or credit card details (only if you are making a donation)
- Where it is appropriate, we may ask for your reason for giving and your specific interests relating to The Laughter Specialists work

If we carry out targeted fundraising activity to ensure that our communication with you is as relevant and timely as possible and provides the best experience of supporting our charity. We may supplement what we know about you with information from third party sources to help us better understand your background and ensure any requests for additional support are tailored to you and how you might support us. This also helps us not to send irrelevant or inappropriate communications to our supporters, so that we can operate as cost effectively as possible. These third party sources may provide us with the following information:



- Your parliamentary constituency
- An estimate of your age based on publicly available sources
- An estimate of the size and composition of your household
- Information about your interests, including shopping preferences, TV subscriptions and hobbies

How we will use your personal information

We will use your personal information in a number of ways, including the following:

- To provide you with the services or information you have requested
- To update you about any changes to our services
- To administer your donation, including Gift Aid processing
- To display your profile or content on the website (if you have agreed to do so)
- To maintain our records and ensure we have your most up-to-date marketing preferences
- To help us improve our services, campaigns or information-offering
- To invite you to participate in interactive features on our website
- To analyse and improve the operation of our website
- To help us work with third parties to ensure that we send you targeted communications (see 'What categories of personal information we collect' above)
- To contact you where you have been identified as a contact person for an organisation, such as a school (if we obtain your contact details in this way, we will only use them to contact you in the ways in which you have agreed to be contacted)

We may analyse your personal information to create a profile about you, your interests and preferences. In doing this, we may combine information that you have given us with other information about you when it is available (for example, from public records or social media). This may include any of the information listed above (for example, an estimate of your age). This provides background information about our supporters and helps us to tailor appropriate communications to them, as well as helping us to improve the quality of our supporters' experience with us. We may use third party suppliers to undertake these activities on our behalf and share your data



with them only to the extent required (usually full name and postcode). Please rest assured that our suppliers will not share this information with any other organisation and it will only be used for the purposes set out above. Additionally, we may use and disclose information in aggregate (so that no individuals are identified) for marketing and strategic development purposes.

While we do not actively collect information from children (under 18s), we appreciate that our supporters are of all ages. Where appropriate, we will always ask for consent from a parent or guardian to collect information about children. All events will have clear rules on whether or not children can take part, and the collection of data will be managed in accordance with each individual event, with appropriate safeguards in place.

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 reference 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 stating 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 Interest'.

In all cases, we balance our legitimate interests against your rights as an individual and make sure we only use your 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 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.

Who we share your personal data with

We do not share your personal data with any other external organisation.

How we keep your information up to date

Where possible, we try to keep your records up to date. We would really appreciate it if you let us know if your contact details change.



How long we keep your information for

We will hold your personal information on our systems for as long as is necessary for the relevant activity.

If you ask us to stop sending you marketing materials, we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.

Where you contribute material to us, for example through user generated content or in response to a particular campaign, we will generally only keep your content for as long as is reasonably required for the purpose(s) for which it was submitted, unless otherwise stated at the point of generation.

Our legal basis for processing your information

Although in most cases we will seek consent to process your personal data, in some instances we may process your information without consent when we are legally allowed to do so. This will only be where it is in our legitimate interests to do so and where we are confident that such processing is not likely to prejudice your legitimate interests or rights and freedoms.

Where we are processing your personal data based on consent that you have given us, you are entitled to withdraw that consent at any time such that we can no longer rely on it as a basis for continuing to process your personal information

Your rights

You retain control of how we use your data and you have the right to ask us to stop processing your personal information, which we will do. In some circumstances, we may legally be required to retain your personal information for audit purposes. However, this will be discussed with you depending on your requirements. Please contact admin@thelaugherspecialists.co.uk if you have any concerns.

You also have the right to request a copy of the information we hold about you. If you want to access your information, please contact admin@thelaugherspecialists.co.uk



Under the General Data Protection Regulation, which is expected to become law in the UK in May 2018, you are also granted a number of additional rights. These include:

- The right to rectification
- The right to erasure
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

For more information on these rights please read the relevant guidance issued by the ICO at <https://ico.org.uk/for-organisations/data-protection-reform/overview-of-the-gdpr/individuals-rights/>

If you would like to make a complaint about how we process your personal data, please contact admin@thelaugherspecialists.co.uk.

If you are not happy with how your complaint is dealt with, you should contact the [Information Commissioner's Office](#). Alternatively, you are entitled to make a complaint to the Information Commissioner's Office without first referring your complaint to us. For [further information please see the Information Commissioner's guidance](#).

Changes to this privacy policy

This policy may change from time to time. If we make any significant changes to this policy, we will publicise these changes clearly on our website or contact you directly with more information.

Please do revisit this policy each time you consider giving your personal information to The Laughter Specialists Charitable Trust.