



## SPORTED PRIVACY POLICY – DONORS

Sported is a registered charity (Charity Numbers: 1123313 | SCO431161) that supports over 2,600 community sport and youth groups across the UK, all united in using the power of sport to transform young lives. Your support (including fundraising, donating or taking part in events or campaigns) enables us to work towards achieving our purpose: helping communities survive, to help young people thrive.

When you support us or we engage with you, we will often receive your personal information. Sported is committed to protecting our donors' privacy. Our donors expect that we will use their support wisely. They also place their faith and trust in us concerning the personal information that they may share with their gifts. We value our donors' trust and we recognise that maintaining this trust requires us to be transparent and accountable to our supporters and the public at all times.

In this notice we provide you with the details of the personal information we collect when we engage with a donor. You may also refer to our organisational data protection and privacy policy.

### HOW WE COLLECT YOUR PERSONAL INFORMATION

We collect personal information in the following ways:

- Directly from you: this includes where you donate or fundraise, sign up to an event, or request to communicate with us.
- Indirectly from 3<sup>rd</sup> parties: this includes information from fundraising sites (e.g. Just Giving). These sites may pass your data to us where you have indicated that you wish to support and be contacted by us.
- To build our understanding: we may receive information from reputable public sources as well as information from third party organisations we work with to help us to understand individuals preferences and potential to provide us with donations.



## THE TYPES OF INFORMATION WE COLLECT ABOUT YOU

The personal information we collect might include:

- Identity information including your name, gender, date of birth, social media ID's and IP address.
- Contact information including your address, email address and telephone numbers.
- Donation/Transaction information including details about donations you have made and payments to and from you (including bank details) tax details for Gift Aid.
- Marketing and communication information including your preferences for receiving marketing from us.

## HOW WE USE YOUR PERSONAL INFORMATION

Sported collects, uses and discloses personal information only for certain purposes that are identified to the Donor. We may use it to establish and manage our relationship with a Donor, as well as providing requested information. We collect Donor information for internal use and for legitimate purposes to the extent required for our purposes. We obtain relevant personal information about Donors lawfully and fairly. This will include:

- Sending marketing, fundraising or event emails or SMS texts where we have your consent.
- To send you marketing or fundraising event communications by post or to otherwise engage with you based on our legitimate interests.
- For charitable purposes, where we are updating or explaining you on our work.
- Administration of donations, thanks and receipts including Gift Aid.
- Managing our events
- Managing fundraising pages or other accounts you hold

Sported do not publicly release a list of donors for recognition although we may recognise individuals in our events with your consent. In such cases, other organizations and third parties will have access to our Donor names and in some cases donation amounts. Donors who wish to avoid any public recognition may inform Sported when making a pledge or gift. The option to remain anonymous shall be made available to Donors by Sported and its appropriate employees. This request for anonymity shall be honoured by Sported until the Donor informs us otherwise.



Sported holds special events to thank supporters, share information, raise funds and raise awareness for our work. At some of these events Employees may obtain personal information and we will employ the correct measures to keep this personal information safe and will be disposed of properly when it is no longer needed.

## WHO DO WE SHARE YOUR PERSONAL INFORMATION WITH

Sported does not sell, trade or rent the information and contents of active Donor files to others. Sported will not share Donor e-mail address to third parties.

An organisation such as a financial institution or partner that receives Sported's individual donor list must agree to strict parameters which limit the use of the data. For example:

The names and mailing addresses will only be used for a specific project; the data file containing the Donor mailing list will not be forwarded to any other person or entity except when necessary to complete a specific project.

We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. We will not contact you for marketing purposes by post if you have indicated that you not wish to be contacted.

## INDIVIDUAL DONORS' CONSENT

Sported only uses personal information with Donor permission. Donor permission should be in writing and electronic consent is also acceptable. A donor can change their marketing preferences or 'opt out' of the collection of or use of personal information at any time by giving Sported reasonable notice, subject to legal or contractual obligations. You can contact us by email: [info@sported.org.uk](mailto:info@sported.org.uk).

## WHAT ARE YOUR RIGHTS?

Donors are entitled by law to ask for a copy of your personal information at any time. You are also entitled to ask us to correct, delete or update your personal information, to send your personal information to you or another organisation, to ask us to restrict or stop the processing of your personal information and to object to automated decision making.



We will respond to Donor requests within a reasonable time by either providing copies of the documents or access to the information.

Sported may not be able to provide access to all the personal information held on a Donor. Exceptions will be limited and specific as permitted or required by law, and the reasons for non-disclosure shall be communicated to the requesting party.

To exercise any of your rights, or if you have any questions relating to your rights, please contact us at [info@sported.org.uk](mailto:info@sported.org.uk)

### HOW DO WE KEEP YOUR PERSONAL INFORMATION?

Sported will keep Donors' personal information only as long as it is necessary to satisfy the purposes for which it was obtained, or as legally required. Access to Donor file materials containing personal information is restricted to Sported Employees and authorized service providers who need it to do their jobs.

Donors may always correct their personal information. If a Donor feels that any of our information about them is inaccurate or incomplete, the Donor has the right to ask us to change it or delete it. If a Donor's personal information is wrong in any way, Sported will make the required changes.

At the end of an agreed retention period your information will be securely and confidentially destroyed.

### SECURITY OF YOUR PERSONAL INFORMATION

Sported has established appropriate technical, physical and organisational security procedures to protect Donors' personal information against loss, theft, unauthorised use, disclosure, or modification. The personal information in our possession shall be kept accurate and up-to-date in our individual donor database.

Unfortunately, no information transmission over the Internet is guaranteed 100% secure nor is any storage of information always 100% secure, but we do take all appropriate steps to protect the security of your personal information.



## CHANGES TO THIS POLICY

Any changes we may make to this Policy in the future will be posted on our Site and, where appropriate, notified to you by e-mail. When we change this Policy in a material way, we will update the version date at the bottom of this page. Please check back frequently to see any updates or changes to this Policy and should you object to any alteration, please contact us as set out in the "Contact" section below.

## CONTACT

We have appointed a Data Protection Lead/Officer to oversee our compliance with data protection laws.

In the event of any query or complaint in connection with the information we hold about you, please email [info@sported.org.uk](mailto:info@sported.org.uk) or write to us at Sported, House of Sport (4<sup>th</sup> Floor), 190 Great Dover Street, London, SE1 4YB.

A complaint can also be made to the ICO if anyone is unhappy with how we have used data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

Whilst this privacy policy sets out a general summary of your legal rights in respect of personal information, this is a very complex area of law. More information about your legal rights can be found on the Information Commissioner's website at <https://ico.org.uk/for-the-public/>.

**Version dated 18 February 2021**