



## Privacy Policy

Leicester Animal Aid takes your privacy seriously and we are committed to protecting your personal information. This policy sets out how Leicester Animal Aid uses the information that you provide us with in order to help further our work in rescuing and rehoming dogs and cats.

We are registered with the [Information Commissions Office \(www.ico.org.uk or call 0303 123 1113\)](http://www.ico.org.uk) (Registration Number ZA158352). We are also registered with the independent [Fundraising Regulator \(www.fundraisingregulator.org.uk or call 0300 999 3407\)](http://www.fundraisingregulator.org.uk)

Leicester Animal Aid may update this policy from time to time. This policy is effective from 05/09/2017.

### Who we are

By Leicester Animal Aid and our subsidiaries we mean:

- The Charity, Leicester & Leicestershire Animal Aid Association (registered charity number 242560)
- Leicester Animal Aid Limited (registered company number 07064232), which is our trading arm, where 100% of profits go to the Charity.

### Data Protection

Leicester Animal Aid takes Data Protection seriously and we comply with the law. All forms and transactions on our website ([www.leicesteranimalaid.org.uk](http://www.leicesteranimalaid.org.uk)) meet with Data Protection requirements. We will ask your consent to send you future communications and by which method and we will review consent permissions every 5 years, but you can get in touch with us at any time to change your preferences or to opt out of all news, fundraising and events communications.

### Our Data Controller

Keely Furborough, General Manager, is our Data Controller at Leicester Animal Aid. You can contact Keely by calling 01455 888257 or by emailing [info@leicesteranimalaid.org.uk](mailto:info@leicesteranimalaid.org.uk) or by writing to Leicester Animal Aid, Elmwood Farm, Forest Road, Huncote, Leicestershire, LE9 3LE.

### Your information

#### What we collect

Leicester Animal Aid collects information from the public in a number of ways.

For example, we ask for contact and other information when members of the public are looking to rehome a dog or cat, via our “Interested Parties Form” or if they are looking to relinquish their dog or cat. The information collected includes name, address, contact details and preferences about the type of dog or cat you wish to rehome, and lifestyle questions to determine if you are a match. You can view our [dog interested parties form](#) here and our [cat interested parties form here](#). We will only

use your name, contact details, date of birth and whether you were looking to rehome a dog or cat for marketing purposes if you agree for us to do so. We will not use any other information from this form for information about news, fundraising and events. The Kennel or Cattery team will stay in contact using the details collected to help you to find a dog or cat, or to keep in touch in regards to animal wellbeing and welfare as agreed as part of the rehoming process.

We also collect information if you attend one of our fundraising events (such as a sponsored walk) or educational courses (such as Dog First Aid or K9Kidz workshops). We will collect information relevant to the specific course or event.

If you are a supporter or member of Leicester Animal Aid, we will ask for information that enables us to administer your donation. This will normally include your name, contact information, such as address, email or telephone number, payment information and Gift Aid status.

Other details that we may ask for and keep on record are:

- **Date of Birth** – To make sure that that information we are sending (if we have consent to contact you) is suitable and appropriate. E.g. Raffle mailings will not be sent to under 18s.
- **Event history** – A record of events you have been invited to, attended or hosted. E.g. If you took part in a fundraising skydive or attended a first aid course.
- **Communications history** – To keep a record of communications between Leicester Animal Aid and you. E.g. This might be a record of a thank you letter send for a donation or record of a letter you may have sent to us. It could also be a copy of your “Interested Parties Form”.
- **Donation history** – A record of the donations you have given and the method that you gave them (and if you have signed a Gift Aid declaration)
- **Membership** – If you are a member of Leicester Animal Aid
- **Relationship** – Who you have a relationship with, e.g. if a husband and wife are both on our database, we want to make sure we communicate with them as they choose. We may also store information if you are a volunteer, staff or any other specific group or if you work with us on a professional basis, the name of the company that you work for and your job title.
- **Animal relationship** – Information about a dog or cat that you have adopted from us, fostered, relinquished or had microchipped with us. If you have told us about other pets, we may also have this on record.
- **Source information** – Where your contact information has come from. E.g. if you adopted a dog or cat or if you took part in a fundraising event.

If you believe any of the information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible at the above address. We will promptly correct any information found to be incorrect.

From time to time we may contact you to ensure that the information you have provided us with remains accurate and up to date. In some circumstances we may use external data lists to ensure the data we have is still accurate.

To help us communicate the work we are doing and provide these services we use trusted service providers including fundraising agencies, electronic marketing agencies and direct mailing providers. This includes the mailing house that prints and sends our newsletter.

Leicester Animal Aid do not share, sell or swap your information with other organisations to use for their own marketing.

Like all organisations, we may comply with requests for the disclosure of personal information where this is required or permitted by law. This could include requests from law enforcement or tax agencies. In these circumstances, the request must be submitted in writing and in accordance with the relevant legal requirements.

In some instances, we may carry out analysis of the personal information that you have provided to us and add publically available information to help us tailor our communications to you. This could include information on your interests, preferences, and the level of any potential donations to help us to improve our services and manage our contact with you in an appropriate way.

### **Contacting you about news, fundraising and events includes:**

- Information and updates about new, current and previous dog and cat residents
- News about those who are part of the LAA community, including staff, volunteers and supporters, and issues affecting the Centre
- Issues and advice about animal welfare
- Events in support of the Charity. These are usually a mix of educational and fundraising events.
- Fundraising campaigns and activities (including gifts in wills, lottery and raffles)
- Promotion and advertising from LAA sponsors (within our own publications)
- Volunteer and paid job opportunities at LAA
- News, information and promotions about Leicester Animal Aid Limited, our trading arm, where all profits go to our Charity
- We may contact you to ask for your contribution towards our communications or publically (such as our Golden Oldie or Happy Tails features or for opportunities such as stories in the news or TV)
- Surveys to ask how we can improve our services and communication

### **Changing your consent preferences**

We will undertake a review of consent after 5 years, but you can update your consent preferences at any time.

You can update online at [www.leicesteranimalaid.org.uk/consent](http://www.leicesteranimalaid.org.uk/consent) or email [info@leicesteranimalaid.org.uk](mailto:info@leicesteranimalaid.org.uk) or you can write to us at Leicester Animal Aid, Elmwood Farm, Forest Road, Huncote, Leicestershire LE9 3LE. You can request specific preferences not listed on our online form by contacting us via phone, email or post.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you, please write to the address above.

## **No further marketing contact**

You can request to receive no further marketing from the Charity from all channels (mail, phone, SMS text, email) and we can keep this on record to ensure that your wish is upheld. You can either contact us directly, or you can do this via the [Fundraising Regulator's Fundraising Preference Service](#).

## **Tracking Data & Online Security**

### **Emails**

Some emails that we send you have no tracking in at all e.g. service emails with invoices or receipts attached. Other emails we send we can track, at an individual level, whether the user has opened and clicked on the email. We do not use this information at a personal level, rather we use it to understand open and click rates on our emails to try and improve them. If you want to be sure that none of your email activity is tracked, then you should opt out of our emails which you can do via the unsubscribe link at the bottom of every email we send.

### **Cookies and Web Privacy**

We at Leicester Animal Aid are committed to respecting and protecting your online privacy.

This includes your need and right to know what we do with the personal information you share with us, including how the information is collected, processed, and for what purposes.

Our website ([www.leicesteranimalaid.org.uk](http://www.leicesteranimalaid.org.uk)) refers to the whole of our website. By accessing this website you are consenting to the way information is collected and used, as described within this Privacy Policy. In return, Leicester Animal Aid gives our commitment that we will use the personal data you provide only in ways that are compatible with the following Privacy Policy.

### **The Collection of information**

Every time you visit our website, your IP (Internet Protocol) address registers on our servers. Your IP address reveals no information other than the number assigned to you. We do not use this technology to get any personal data against your knowledge or free will (for example automatically recording e-mail addresses of visitors). Nor do we use it for any purpose other than to help us monitor traffic on our website, or (in the case of criminal activity or misuse of our information) to cooperate with law enforcement.

### **Cookies**

We use a number of different cookies on our site and our website. A cookie is a small file which may be placed on your computer's hard drive. Cookies allow web applications to respond to you as an individual by remembering small information about your preferences.

If you want to know more about cookies, or how to control or delete them, then we recommend you visit [www.aboutcookies.org.uk](http://www.aboutcookies.org.uk) for detailed information and guidance.

Overall, cookies help us to provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

We use the following cookies on our website:

### **Cookie acceptance**

When you visit this site for the first time a message about cookies appears at the bottom of the screen. If you select 'continue' an acceptance cookie (cookie\_accept) will be stored on your machine, otherwise the message will always appear. Once the cookie is set the message will disappear.

### **Case study number**

The Case Study section of this website loads a small number of items initially and allows for more case studies to be shown by clicking a link. A cookie is set (init\_case\_study\_limit) that simply stores the number of case studies that you have set to be visible so that you do not have to click this link to show them again in the future.

### **Google Analytics**

Google Analytics provides anonymous statistics on website usage. Cookies are used to track the source of a visitor, their session on the website (to associate multiple page views to one visit) and whether they are a new or returning visitor. You can read more about Google Analytics here <https://support.google.com/analytics/answer/6004245?hl=en>

### **Google AdWords**

Leicester Animal Aid receives a [Google Ad Grant](#) for [Google Ad Words](#) advertising. This means that when using the Google Search engine, our adverts may appear at the top of the list (but marked as an advert) based on search terms that we provide to them. Leicester Animal Aid uses this tool to promote our rescue and rehoming services, for both dogs and cats, and also to promote fundraising activities. Google use [cookies](#). We also use the conversion tracking feature of AdWords that adds cookies to a person's computer when they click an advert. This helps us track how effectively we are using the grant money available to us to help to promote our work. You can opt out of Google's use of cookies by visiting Google's [Ads Settings](#). Alternatively, you can opt out of third-party vendor's use of cookies by visiting the [Network Advertising Initiative opt out page](#).

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### **Payment Processing**

All of our payment processing is secure and is handled by different companies.

### **Paypal**

Payments and donations for bookings are handled by Paypal. Paypal will use the data they receive for payment processing only. View PayPal's [user agreement](#) to find out how they deal with privacy and security.

## **JustGiving**

Donations and sponsorship pages in support of Leicester Animal Aid are handled by JustGiving. View JustGiving's [terms and conditions](#) and their [privacy policy](#) to find out how they deal with privacy and security.

If you agree to share your data with Leicester Animal Aid, we will receive the details you have given to JustGiving. We will store details of those who are, or have fundraised for Leicester Animal Aid, and those who have supported them if they have agreed via JustGiving to share this information. This information is for financial records. We will only contact the fundraiser (host of the JustGiving page) directly regarding their event for support and thanks (and if they wish to receive future communications) not those that have sponsored them.

JustGiving claim Gift Aid on our behalf, so Leicester Animal Aid will not have a Gift Aid declaration on file for you if you have only given Gift Aid permission through this channel (and not directly with us).

If you have not agreed to share your details with Leicester Animal Aid, we will only receive the amount and message left, but no contact details.

## **eDirect Debits**

eDirectDebit are handled by Rapidata Services plc, a Bacs Approved Bureau since 1997. All data is encrypted and protected to safeguard your data. All e-DirectDebit pages have the VeriSign logo with SHA-256 bit encryption and TLS 1.2, that meets the Direct Debit Service User Guide and Rules for Paperless Direct Debits. Rapidata Services plc's servers are hosted by Amazon Web services. AWS provides a high level of infrastructure service performance and availability and is fully compliant with an extensive list of global security standards, including ISO 27001. For more details visit <http://rapidataservices.com/service/edirectdebit/>

## **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites, and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## **Further information and questions**

For any questions or clarification of anything detailed in the Privacy Policy, please email [info@leicesteranimalaid.org.uk](mailto:info@leicesteranimalaid.org.uk) or send a letter to "Leicester Animal Aid, Elmwood Farm, Forest Road, Huncote, Leicestershire, LE9 3LE".