

Leicester Animal Aid

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 Commissioner's 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 20.06.20.

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 Leicester & Leicestershire Animal Aid Association 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) meet with Data Protection requirements. We will ask your consent to send you future communications and by which method and we will continue to review consent permissions, but you can get in touch with us at any time to change your preferences or to opt out of all news communications (which includes information about events and fundraising).

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 or by writing to Leicester Animal Aid, Elmwood Farm, Forest Road, Huncote, Leicestershire, LE9 3LE.

Your information

Information for administration purposes

(Data collected for relinquishment and adoption of animals, donations, event bookings and/or volunteering)

What we collect

Leicester Animal Aid collects information from the public in a number of ways and we only request information that is required for the administration of a task and only uses it for that purpose unless you give us consent to do otherwise.

Examples of how we collect information for administration:

- **Interested Parties Forms** – these are used when members of the public are looking to rehome a dog or cat. If an animal is rehomed as a result of these forms, these are kept with the animal's records for the lifetime of the animal. If a suitable animal match is not found for rehoming, these are kept for a maximum of 6 months unless told by the person that completed the form that they are longer looking for an animal or if they request us to keep the form for longer as they are still looking to be matched with a dog or cat. If you opt-in to receive "News, events and fundraising" communications from Leicester Animal Aid via an "Interested Parties Form" the only information we will use for marketing purposes are your name, contact details, date of birth and whether you were looking to rehome a dog or cat.
- **Waiting List Forms** – these are used by staff to collect information regarding animals that are looking for a rescue space. Data collected includes name of owner/person who has contacted, address, telephone number, animal information, reasons for rehoming. Any sensitive information is coded to protect it. If an animal is admitted into the Centre these forms are kept with the animal's records for the lifetime of the animal. If the animal does not come into the Centre, these are destroyed after a maximum of 1 month.
- **Relinquishment Forms** – these forms are used when an animal is signed into the Centre. These are kept with the animal for lifetime of the animal.
- **Rehoming Forms** – these forms are completed when an animal is being rehomed from the Centre. These forms are kept with the animal's records for the lifetime of the animal.
- **Donation Forms and Gift Aid Declarations** – these are kept for a minimum of 6 years after the end of the accounting period they relate to (as required by HMRC) and a maximum of 10 years. We will keep donation information on individual and organisation records on our secure electronic database which includes: date of donation, amount, if it was eligible for Gift Aid, what the donation was for and how it was given (e.g. cheque, cash, Direct Debit). We keep this information so we can ensure we have a good record of those who have supported our Charity. If you do not want this information on your database record for longer than the time required by HMRC, please contact us directly.

- **Volunteering Forms** – these are kept for a maximum of 3 months after an individual has completed their volunteering role with us. We will continue to keep a record on our secure database that you did volunteer, your role, the timeframe and any special recognition unless it is requested to be removed.
- **Event Forms** – these are kept for a maximum of 3 months after an event has taken place. We will continue to keep a record on our secure database that you attended the event, the name of the event and date of the event unless requested otherwise.

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

- **Date of Birth** – To make sure that the 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.
- **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 sent in appreciation of a donation or record of a letter you may have sent to us.
- **Marketing consent** – this is a record of if you have opted in to receiving communications about News, Fundraising and Events, how you opted in, the date and which methods of communication you have consented to e.g. post, email, phone or text (or if you have opted out of receiving these communications).
- **Donation history** – this information usually comes from a donation form or Gift Aid declaration but may also come from other formats (e.g. bank statements) and is a record of the donations you have given. Information stored includes date of donation, amount, if it was eligible for Gift Aid, what the donation was for, and how it was given (e.g. cheque, cash, Direct Debit).
- **Membership** – If you are a member of Leicester Animal Aid, dates for renewal and level of Membership.
- **Volunteer** – if you are a volunteer of Leicester Animal Aid, your role and when you started your volunteering role.
- **Relationship** – this is information about if you have a link with anyone else on our database and you have told us this is the case. This could be that a husband and wife are both on our database and want us to communicate with them as a couple. We may also store information about if you are a current or previous member of staff at Leicester Animal Aid, a Trustee or any other specific group that you volunteer or work with on a professional basis, the name of the company and your job title (if you have told us this information and it is relevant to our relationship with you - e.g. you work for a company that also fundraises or volunteers with us).

- **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 Leicester Animal Aid, Elmwood Farm, Forest Road, Leicester, LE9 3LE or email info@leicesteranimalaid.org.uk. 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. They can only use your data for a specific purpose as instructed by Leicester Animal Aid (such as sending you the newsletter) and they must delete your data after sending and they cannot use your data for any other purpose.

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. This will only take place if you have opted in to receiving “News, Fundraising and Events” communications from us.

News, fundraising and events communications

We will only contact you about “News, fundraising and events” if you are happy for us to do so. You can opt out of receiving these communications at any time by getting in touch with us.

News, fundraising and events are grouped together as “news” as most of our communications include information about all three topics. We will only contact you news, fundraising and events by the methods you have consented for us to do so (post/email/phone/text).

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

Autumn 2017 consent review

In Autumn 2017 we reviewed the consent we had for “news, fundraising and events” communications. We contacted everyone on our postal mailing list to ask if they wanted to remain on our mailing list including a form to update preferences.

From Autumn 2017 onwards, to join the mailing list you must give your clear and direct consent to receive these communications. We include consent options for receiving “news, fundraising and events” communications on most forms.

Changing your consent preferences

We review consent on an ongoing basis, but you can update your consent preferences at any time.

You can update online at www.leicesteranimalaid.org.uk/consent or email 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.

No further marketing contact or data processing

You can request to receive no further marketing from the Charity from all channels (post, phone, SMS text, email) and/or do not wish for us to process your data, we can keep this on record to ensure that your wish is upheld (we will put you on a suppression list). You can either contact us at Leicester Animal Aid, Elmwood Farm, Forest Road, Leicester, LE9 3LE or email info@leicesteranimalaid.org.uk or you can do this via the [Fundraising Regulator's Fundraising Preference Service](#).

Information Storage

Any paper-based information is stored in secure locations and only certain members of staff have access to this information. All information regarding personal data is locked away at night and/or when not in use. All staff and volunteers are required to sign Data Protection agreements as part of their recruitment process.

Electronic information is stored on our secure database. Leicester Animal Aid uses "Harlequin Software" for our Charity CRM database. Please visit <https://www.harlequinsoftware.co.uk/> for more information.

Your Data Rights

Under Data Protection Law you have rights over the personal information we hold about you. We have summarised these rights below:

Right to access your personal information

You have a right to request access to the personal data that we hold about you. A small fee may be payable. You also have the right to request a copy of the information we hold about you, and we will provide you with this unless legal exceptions apply.

Right to have your inaccurate personal information corrected

You have the right to have inaccurate or incomplete information we hold about you corrected. If you believe the information we hold about you is inaccurate or incomplete, please provide us with details and we will investigate and, where applicable, correct any inaccuracies.

Right to restrict use of your personal information

You have a right to ask us to restrict the processing of some or all of your personal information in the following situations: if some information we hold on you isn't right; we're not lawfully allowed to use it; you need us to retain your information in order for you to establish, exercise or defend a legal claim; or you believe your privacy rights outweigh our legitimate interests to use your information for a particular purpose and you have objected to us doing so.

Right to erasure of your personal information

You may ask us to delete some or all of your personal information and in certain cases, and subject to certain exceptions, you have the right for this to be done. If we are unable to delete your information, we will explain why this is the case. If you want to be removed from “News, events and fundraising” communication lists, you can be added a suppression list where we keep your personal information but keep a record that you do not wish to be contacted. This may help to avoid any confusion in the future about your preferences.

Right for your personal information to be portable

If we are processing your personal information based on your consent, or in order to enter into or carry out a contract with you, and the processing is being done by automated means, you may ask us to provide it to you or another service provider in a machine-readable format.

Right to object to the use of your personal information

If we are processing your personal information for direct marketing purposes, and you wish to object, we will stop processing your information for these purposes as soon as reasonably possible.

If you want to exercise any of the above rights, please contact us at Leicester Animal Aid, Elmwood Farm, Forest Road, Huncote, Leicester, LE9 3LE or info@leicesteranimalaid.org.uk.

We may be required to ask for further information and/or evidence of identity. We will endeavour to respond fully to all requests within one month of receipt of your request, however if we are unable to do so we will contact you with reasons for the delay.

Please note that exceptions apply to a number of these rights, and not all rights will be applicable in all circumstances. For more details we recommend you consult the guidance published by the [UK's Information Commissioner's Office \(ICO\)](#).

Complaints

You have the right to make a complaint:

- Directly to Leicester Animal Aid – this is the fastest and easiest way for us to deal with your complaint and we will aim to resolve any issues as soon as possible. You can view our complaints policy at <https://www.leicesteranimalaid.org.uk/complaints/general-complaints-policy>
- To the Fundraising Regulator – if you have a complaint regarding fundraising and you feel that your complaint has not been dealt with adequately through Leicester Animal Aid's own complaints procedure, you can complain to the independent Fundraising Regulator. Visit <https://www.fundraisingregulator.org.uk/complaints>

- To the Information Commissioner’s Office – if you have a complaint regarding your personal data you can complain directly to the Information Commissioner’s Office. <https://ico.org.uk/make-a-complaint/>

Our website and your data

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) refers to the whole of our website. Leicester Animal Aid gives our commitment that we will use the personal data you provide only in ways that are compatible with our Privacy Policy.

For our full Cookies Policy please visit www.leicesteranimalaid.org.uk/cookies for full details.

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.

Online forms

We collect data through online forms including: Interested Parties Forms, Event forms, Updated details forms, Compliant Forms, Volunteering Forms. This information is sent securely by email and then is processed by the appropriate team in the manner discussed in the “What we collect” section of the Privacy Policy. No data is saved on our website.

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.

Virgin Money Giving

Donations and sponsorship pages in support of Leicester Animal Aid are handled by Virgin Money Giving. View Virgin Money Giving's terms and conditions and their privacy policy to find out how they deal with privacy and security.

<https://uk.virginmoneygiving.com/giving/terms/privacy-policy.jsp>

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 <https://rapidataservices.com/terms-conditions>

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 or send a letter to “Leicester Animal Aid, Elmwood Farm, Forest Road, Huncote, Leicestershire, LE9 3LE”.