

Disability Africa Privacy Statement

At Disability Africa, we recognise that the relationship we have with our supporters is crucial. We want you to like us and our work and support us in any way you feel able.

In order to do this, we want to keep you informed and, in turn, to hear your views and thoughts. In short, we would like to stay in touch.

To do this, we need to keep some basic information about you. This statement explains what personal information we keep and how we use this information to support our mission of improving outcomes for disabled children in African countries. It also explains how we keep your data secure and what we will never do with your data.

Most importantly, we take our data protection responsibilities very seriously. Your privacy is important to us and we are committed to being transparent about why and how we use your personal information.

1. Information about you

1.1. We will collect personal information from you **only when you give it to us**. This is usually done in one of three ways:

- a. you contact us to enquire about our work e.g. via our website, via email or via post
- b. you make a donation to Disability Africa either online or offline
- c. when you subscribe to our updates e.g. by signing up with your email address on our website

1.2. This information may include your name, title, email address, physical address, telephone numbers and date of birth. We also keep records of donations that you have made and any of your communication with Disability Africa.

2. Our use of this information

2.1. We will use this information to:

- a. Maintain a list of people who have donated to support our work. This is so we can keep you informed about our programmes in Africa and perhaps ask you to consider making another donation in the future.
- b. Claim 'Gift Aid' on donations where possible. This is the tax which we can reclaim from HM Revenue and Customs to increase the amount of your donation (currently 25p for every £1) if you are a UK taxpayer. We need to know your name and address to do this.
- c. Maintain a list of people who have said that they do not want to receive updates from us. If you have asked **not** to make further contact, we need to keep a record so that we don't inadvertently contact you again.

NB If you ask for **all your details to be removed from our database**, we will of course comply, but this will remove all records of your communications with us including any donations you may have made.

2.2. We will only contact you with information about our work (sometimes called ‘charity marketing’) when we have ***your explicit permission*** to do so, OR we feel that there is an unquestionable ‘legitimate interest’ in doing so as defined by the *Data Protection Act (1998)*.

An example of ‘legitimate interest’ would be if you were a volunteer for us or a trustee.

NB making a donation ***does not*** legally constitute ‘legitimate interest’ and, legally, ***we are not allowed*** to assume you want to hear from us because you are, or have been, a donor.

If you would like us to stay in touch, **we need you to tell us** by clicking here:

<https://www.disability-africa.org/sign-up-page>

If you do give us consent to send you information, we will consider this to be to be valid until such a time as you withdraw it.

We will always make it as easy as possible for you to ‘unsubscribe’ from our updates at any time.

2.3. We will **never**:

- a. Share your personal information with any third parties for ‘marketing’ or other purposes. The **ONLY** reasons that we may share your personal information is when we are required to do so by law. This may include basic information requested by our bank about sources of donations to the charity
- b. Sell your personal information
- c. Buy personal information from third parties
- d. Use personal information to profile prospective donors. In other words, we won’t ever ‘target’ you on the basis of your age or gender or perceived level of income etc.
- e. Hold sensitive information about our donors or supporters

3. Security

3.1. We take reasonable precautions to prevent the loss, misuse or alteration of any personal information that you give us.

3.2. Personal information is held and managed in a secure cloud-based online database. Over 10,000 charities use the same database system provider.

3.3. We also hold some personal information on our email sending software, on our secure office server, and on our online donations platform.

3.4. The locations where personal data are held are all password protected. They are accessible only by DA Staff, all of whom have been trained in data protection.

4. Cookies and Email Tracking

4.1. In common with nearly everyone who has a website, or engages in emailing, our systems may collect information about your computer, including where available, your IP

address, operating system and browser type, for system administration (e.g. to make sure our website looks right on your computer screen). Some of this information is statistical data about our users' browsing actions and patterns, and does not identify you as an individual.

For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve our site and to deliver a better and more personalised service. They enable us:

- To estimate our audience size and usage pattern
- To store information about your preferences, and so allow us to customise our site according to your individual interests
- To speed up your searches
- To recognise you when you return to our site

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.

4.2. Our email software tells us when/if you open an email we send you, or if you show interest in a particular item by clicking a link. This helps us to see what our supporters are interested in and send you more relevant information.

5. Other information

5.1. If you would like us to correct or update any information, or if you would like information deleted from our records, then please email us at info@disability-africa.org.

5.2. This privacy statement may be occasionally updated, so please check it periodically. We will inform our subscribers if and when this happens.

5.3. Links within our sites to other websites are not covered by this privacy statement.