



Privacy

Created: 01 March 2008

THE INSTITUTE OF FUNDRAISING

PRIVACY POLICY

The Institute of Fundraising (the Institute) has developed this statement (Privacy Policy) as we are committed to protecting your privacy as a visitor to and user of the website <http://www.how2fundraise.org> (the Website).

This Privacy Policy explains how we use the personal information we collect.

If you do not agree with this Privacy Policy please do not use this Website.

WHAT PERSONAL INFORMATION DO WE COLLECT AND HOW DO WE USE IT?

The Data Protection Act 1998 (the Act) places restrictions on the processing of personal data (as defined by the Act) by a data controller. If you would like to see a definition of some of the terms used in this Privacy Policy please click here [\[INSERT LINK TO DEFINITIONS at the end of this document\]](#) to view.

The Institute Processes your Personal Data for the purposes set out below. We collect personal information from you when you communicate with us using any media or in person and when you use the Website. We may also collect Personal Data which relates to you from third parties.

The Institute shall Process your Personal Data for the following purposes:

- 1 administering the Website and keeping you informed about the activities of the Institute;
- 2 administering the activities of the Institute;
- 3 achieving the charitable objectives of the Institute;
- 4 administering any contributions to the Website, including any postings on any the Institute notice-board, blog or other open forum on the website and associated activities including monitoring your use of the services and information available on the Website;
- 5 disclosure of information to responsible authorities if the Institute reasonably believes that criminal activity is taking place or it believes that an individual or a group of individuals are at risk of harm;
- 6 generating demographic statistics on what types of people and organisations are visiting the Website, which pages they visit and for how long;
- 7 sending out emails on behalf of organisations selected by the Institute (to those visitors to the Website who have opted-in to receiving such messages);
- 8 transferring your Personal Data to other carefully selected organisations to permit them to contact you about their activities;
- 9 fundraising; and
- 10 undertaking the marketing of the Institute's aims, which may include marketing to you using telephone, facsimile and electronic mail services.

Should you develop a relationship with the Institute in relation to activities other than those provided through the Website, the Institute may issue you with a supplementary statement explaining further processing which it undertakes in relation to your Personal Data.

By registering with the Website you are consenting to the Institute processing your Personal Data for the above purposes.

Please note that the accuracy of users' personal details is generated by the accuracy of the information users provide. The Institute does not verify any personal information so provided. However, if you are a registered user you may review and amend (or delete) your personal details at any time by viewing your profile on the Website.

Direct Marketing

If you would prefer that the Institute does not process your Personal Data for the purposes of direct marketing please write to the Institute of Fundraising at Park Place, 12 Lawn Lane, London SW8 1UD.

Anonymised Analysis

The Institute will also collect information to perform anonymised, statistical analysis of your interaction with the Website.

European Economic Area

Please note that information displayed on the Website or sent to the Institute over the Internet may be transferred outside of the European Economic Area (EEA) where data protection laws are not as strong as within the EEA. If you have any concerns in relation to such transfers, you should not use the Internet as a means of communication with the Institute.

Sensitive Personal Data

The Institute may collect Sensitive Personal Data, as defined by the Act, only if permitted to do so by the Act. By providing any Sensitive Personal Data to the Institute via the Website you consent to such Sensitive Personal Data being processed for the purposes set out above.

Visual Images and Sound Recordings

If you supply any visual image or sound recording to the Institute, or the Institute obtains such image or recording by other means, this image or recording may be used for the Institute's marketing and promotional activities.

Continued Processing

The Institute continues to process your personal data following sending you any information requested by you or receiving any information submitted by you.

Cookies

Only information collected by cookies as specified below is automatically collected from users of the Website. In the event that we do collect any Personal Data about visitors to the Website who are not registered users it is available only to the Institute.

The Institute may use technology to track the patterns of behaviour of visitors to the Website. This can include using a "cookie", which enables pieces of information to be transferred to an individual user's hard drive for record keeping purposes. At the present time the cookie stores any information which you enter into the Website, this includes name, home region, age range, phone number and email address. It is possible for the Institute to retrieve the information stored in the cookie

The cookies function by saving your passwords and Website preferences and, as a result it is possible to speed up your future activities on the Website and may allow the Institute to provide you with information specifically tailored to your interests. You can usually modify your browser to prevent this happening. The information collected in this way can be used to identify you unless you modify your browser settings. To modify your browser settings click on the help section of your Internet browser and follow the instructions.

The Website contains links to other websites. The Institute is not responsible for the privacy policies and practices or the content of any such websites.

Protection of Children

The Institute encourages parents and guardians to use the parental control tools available from online services and software manufacturers to help supervise their children's online activities. The Institute shall only obtain the data of individuals if it is permitted by the laws of the United Kingdom and shall take steps to ensure that children from jurisdictions other than the United Kingdom cannot use the Website.

Security and confidentiality

Any personal information you send to us will be treated in the strictest confidence.

The Institute is committed to protecting the security of your personal data. The Institute uses a variety of security technologies and procedures to help protect your personal data from unauthorised access, use or disclosure. For example the Institute stores the personal data you provide in computers with restricted access that are located in controlled facilities.

Changes to our privacy policy

Please check this page periodically for changes as the Institute reserves the right, at its discretion, to change, modify, add, or remove portions of the Privacy Policy and the Website at any time. Your continued use of the Website following the posting of any changes to this Policy will mean that you accept such changes.

This Privacy Policy was last updated on: 27 May 2008

DEFINITIONS

Please find below definitions of some of the terms used in the above Privacy Policy for your information and assistance.

1 PROCESSING

1.1 In the Act "processing" means obtaining, recording, or holding the information or data or carrying out any operation or set of operations on the information or data, including:

organisation, adaptation or alteration of the information or data,

retrieval, consultation or use of the information or data,

disclosure of the information or data by transmission, dissemination or otherwise making available, or

alignment, combination, blocking, erasure or destruction of the information or data.

2 PERSONAL DATA

2.1 Personal Data are:

any data from which the identity of a living individual can be determined, either by itself or with other data processed by the data controller;

any information such as name and address, email address, telephone number and general contact details; personal data includes images on film (e.g. CCTV images), photographs and telephone voice recordings.

3 SENSITIVE PERSONAL DATA

3.1 Sensitive Personal Data means personal data consisting of information as to:

the racial or ethnic origin of the data subject;

the data subject's political opinion;

the data subject's religious beliefs or other beliefs of a similar nature;

whether the data subject is a member of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992);

the data subject's physical or mental health or condition;

the data subject's sexual life;

the commission or alleged commission by the data subject of any offence; or

any proceedings for any offence committed or alleged to have been committed by the data subject, the disposal of such proceedings or the sentence of any court in such proceedings.