



Supporter Privacy Statement

What information we store and how we process your data

When you give us a donation or sign up to support us in any way we will ask for your information.

Any personal information that is provided by individuals to support Birmingham and Solihull Women's Aid (BSWA) will be kept for the following amount of time:

- Individuals making one off donations – personal information will be retained for three years so that the donation can be acknowledged.
- Individuals making regular donations – personal information will be retained for three years following the last donation so that the donation can be acknowledged.
- Individuals offering support in the form of political or lobbying support – personal information will be retained for three years following the last active contact.
- Individuals offering support in the form of volunteering – personal information will be processed as per our privacy statement for recruitment.

We use this information to manage your engagement with us, such as:

- processing your donation and telling you what we do with the support we receive
- supporting your event with follow up information and information about related activities
- sending you information about our campaigns so that you can take part in supporting our work
- providing you with a service and to record how you would like to hear from us.

We will process your personal data on the basis of your consent and/or our legitimate interests (which include the administration and improvement of our website, the provision of information about our services, campaigns and fundraising activities, management of relationships with our volunteers, donors and other supporters and for compliance with applicable laws, rules and regulations).

We will never sell or swap your details. We may share your information with third parties in the process of managing your engagement with us, such as payment processors for donations, partners who manage sponsored events.



If you change your mind after 'opting in' to receive our information, you can unsubscribe using the link in an email, write to info@bswaid.org or call 0121 685 8687 and let us know.

We ensure that there are appropriate technical controls in place to protect your personal details. For example, our online forms are always encrypted and our network is secure, protected and routinely monitored.

We use external companies to collect or process personal data on our behalf. We undertake checks on these companies before we work with them, and put a contract in place that sets out our expectations and requirements, especially regarding how they manage the personal data they have to collect or have access to.

Some of our suppliers run their operations outside the European Economic Area (EEA). Although they may not be subject to same data protection laws as companies based in the UK, we will take steps to make sure they provide an adequate level of protection in accordance with UK data protection law. By submitting your personal information to us you agree to this transfer, storing or processing at a location outside the EEA.

Building profiles of supporters and targeting communications

We may use profiling and screening techniques to ensure communications are relevant and timely and to provide an improved experience for our supporters. Profiling also allows us to target our resources effectively, which donors consistently tell us is a key priority for them. We do this because it allows us to understand the background of the people who support us and helps us to make appropriate requests to supporters who may be able and willing to give more than they already do. Importantly, it enables us to raise more funds, sooner, and more cost-effectively, than we otherwise would.

When building a profile we may analyse geographic, demographic and other information relating to you in order to better understand your interests and preferences in order to contact you with the most relevant communications. In doing this, we may use additional information from third party sources when it is available. Such information is compiled using publicly available data about you, for example, addresses, listed Directorships or typical earnings in a given area.