WheelPower
Privacy Policy

Introduction

WheelPower is a wheelchair sport charity (Registered Charity number 265498). We are committed to working to the highest standards; ensuring your privacy, respecting your wishes and treating all supporters with fairness and transparency. We greatly value the support shown by our event participants, volunteers, donors and supporters, and in order to maintain those relationships, WheelPower runs constituent relationship management databases. WheelPower is registered with the Information Commissioner, and with the Fundraising Regulator.

How we gather information

Data is gathered and processed from the information supplied by you during each transaction with the WheelPower, whether that is a donation, event booking etc.; we will always ask for and process the minimum amount of data possible. A record is kept of all correspondence between you and WheelPower in order to provide the best possible service for our supporters and fully recognise your relationship with the Charity. Whenever data is gathered, whether online or in paper form, we will state what information will be gathered and for what purpose, to keep you fully informed of our data practices. Additional data may be gathered from relevant external public sources such as the Charities Commission and trust fundraising websites. In every instance, respecting the individual's privacy will be paramount.

Where we store your personal data

WheelPower operates three CRM databases, which are held securely by our providers, Donorfy and UpShot. In addition WheelPower operates a database of charitable Trust donors which is held securely on our own server. WheelPower also uses web based e-marketing software provided by MailChimp and our email accounts are hosted by Rackspace, which are both based in the USA. As such, email contact details are transferred to, and stored at, a destination outside the European Economic Area ("EEA"). in light of the implementation of the EU-US Privacy Shield, WheelPower has entered into a Data Processing Agreement with MailChimp and with Rackspace to ensure that the fundamental rights of EU citizens and their data are upheld. In addition, we will take all reasonable steps to ensure that your data is treated securely and in accordance with this privacy policy.

Communication preferences

We want to ensure that we communicate with you in accordance with your wishes, including what you'd like to hear about and by which channel. WheelPower will include contact preference and consent options on all data gathering documentation and you can update or change your preferences and consents at any time via our website:
ww.wheelpower.org.uk/contact

Legal basis for processing your data and how your information will be used

We will process your data to fulfil a contract with you (event bookings, educational visits, HR) or when you have consented for us to do so (appeals and donations, volunteering, subscriptions to marketing mailing lists). In addition, will offer information or services relating to WheelPower's activities that you request from us or which we feel may interest you (if you have consented for us to do so). In order to identify new supporters, WheelPower will undertake some basic analysis of the data we hold to determine whether an invitation to engage further with the Charity would be welcome. However, all analysis will be done by a human being (not an automated decision making protocol) in conjunction with your stated preferences and consents, and be relevant and respectful.

We may also process your data where it is necessary for the purposes of WheelPower's legitimate interests except where such interests are overridden by your interests or fundamental rights and freedoms (marketing by post, appeals and volunteering).

Updating or changing the information that we hold:

Constituents have the right to see their own record and change the fact of, extent of, or use of their personal data. To do so, please contact the Fundraising Team on 01296 395995 or info@wheelpower.org.uk

Third parties and other organisations

WheelPower will not sell your personal information to any outside organisation . Your information may however be shared with agents or contractors of WheelPower when they provide services to the Charity, only if necessary and with confidentiality assured. WheelPower may disclose personal information if required to do so by law or in the good-faith belief that such action is necessary to a) conform with the law; b) protect and defend the rights or property of WheelPower or c) act in circumstances where it is necessary to protect the personal safety of members of the WheelPower team.

How long we hold your data

WheelPower will hold your data for the duration of your relationship with the Charity, whether as an active donor, volunteer, supporter, event attendee or mailing list subscriber. Should we not receive any interaction from you for a period of three years, we will take that as an indication that you wish to discontinue your relationship with the Charity (an interaction could include making a donation, attending an event, opening an e-newsletter etc.).

In this instance, we will delete your contact information, saving only your postcode for data matching purposes and cease contact with you. We will retain a record of our interactions with you and any donations (financial or in kind) you have made to the Charity. Should you wish to reinitiate your relationship with WheelPower, we would be delighted to hear from you!

Opting out of contact with WheelPower

Should you no longer wish to receive any or all of WheelPower's communications, please contact the Fundraising Team on 01296 395995 or email info@wheelpower.org.uk. Should you wish to do so, it is your right to lodge a complaint with the Information Commissioner's Office.

Further Information & Contact

If you would like to discuss any aspect of WheelPower's Privacy Policy or other matters concerning communication and marketing activity at WheelPower, please contact the Head of Fundraising on 01296 395995 or email info@wheelpower.org.uk