



JACOB ABRAHAM FOUNDATION PRIVACY POLICY

HOW DO WE COLLECT YOUR INFORMATION?

We may collect information about you directly whenever you interact with us. For example, when you contact the Jacob Abraham Foundation regarding our activities, register as a supporter, send or receive information, engage with our social media or make a donation to us, you may provide us with your personal information.

We may also receive information about you when you interact with third parties with whom we work with. For example, where you've made a donation to us through a third-party website (e.g., Just Giving or Virgin Money Giving) and given them permission to share your information with us. We may supplement what we know about you with information that is available to the public. For example, in order to ensure that our communication with you is relevant and tailored to your background and interests, we may collect information about you from publicly-available sources either directly or through third-party subscription services or service providers.

See 'How will we combine and analyse the information we collect about you?' for more details.

WHAT INFORMATION DO WE COLLECT?

The information we collect from you directly or from third parties, with whom we work (JustGiving.com), may include:

- name,
- address,
- email address,
- telephone number,
- contact preferences,
- bank account details for setting up a regular direct debit,
- employer details for processing a payroll gift,

- taxpayer status for claiming Gift Aid,
- date of birth or age to confirm you are over 18,
- gender, where appropriate (e.g., where registering for an event, such as a race).

We do not use cookies to collect this type of information.

We may also collect and process information about your interactions with us, including details about our contacts with you through email, SMS, post, on the phone or in person (i.e., the date, time, and method of contact), details about donations you make to us, events or activities that you register for or attend and any other support you provide to us. We may also collect and record any other relevant information you share with us about yourself, including your interests or your affiliations with other charities, community groups, your employer or The Jacob Abraham Foundation partnerships. If you are a minor, we may collect the name and contact details of a parent or guardian and, where appropriate, the name and location of your school.

Where we have identified that you may have the capacity or affinity to support The Jacob Abraham Foundation at a higher level, we may use the information we hold about you to identify connections between you and our existing circle of key supporters.

DO WE PROCESS 'SENSITIVE' PERSONAL INFORMATION?

Under data protection law, certain categories of personal information are recognised as sensitive, including health information and information regarding race, religious beliefs, and political opinions ('sensitive personal data'). For 1:1 counselling services, we may collect sensitive personal data about you. We would only collect sensitive personal data if there is a clear reason for doing so, such as where we need this information to ensure that we provide appropriate facilities or support to enable you to participate in an athletic event like a marathon.

HOW DO WE USE YOUR INFORMATION?

We may use your information in a number of ways, including:

- To provide you with information, products or services that you have requested from us or that we feel may be of interest to you;
- To provide you with information about our work or our activities;
- To process donations we may receive from you;
- To fundraise in accordance with our internal policies and procedures;
- For administrative purposes (for example, we may contact you regarding an event for which you have registered, to provide information requested from us through Supporter Care or with a query regarding a donation you may have made to us);

- For internal record keeping relating to any donations, feedback, or complaints;
- To invite you to participate in voluntary surveys or research;
- To contact you where you have been identified as a contact person for an organisation, such as a school (if we obtain your contact details in this way, we will only use them to contact you in your capacity as a representative of that organisation unless you have separately indicated that you are happy to be contacted as an individual supporter);
- To analyse and improve the content and operation of our website;
- To analyse and improve our internal business processes;
- To analyse the personal information we collect about you and use publicly available information to better understand your interests, preferences and level of potential donations so that we can contact you in the most appropriate way and to ensure that we do not send you unwanted communications;
- To tailor advertising that is presented to you on the Internet according to your interests, preferences and other characteristics (as described below);
- To direct advertisements and other communications to other people who may have similar interests or other characteristics to yours (as described below);
- To assess your personal information for the purposes of credit risk reduction or fraud prevention; and
- Where we are required by law to disclose or otherwise use your information.

If you have provided us with your postal address or telephone number, we may send you information about our work or other communications of the kinds described above by direct mail or contact you by telephone unless you have told us that you would prefer not to hear from us in this way.

Privacy Policy

How we respect privacy when we deal with personal information collected by The Jacob Abraham Foundation

This Privacy Policy applies to information we The Jacob Abraham Foundation collect about individuals who interact with our organisation. It explains what personal information we collect and how we use it.

If you have any comments or questions about this notice, feel free to contact us at contactus@jacobsfoundation.org.uk.

1. Personal data that we process

The following table explains the types of data we collect and the legal basis, under current data protection legislation, on which this data is processed.

Purpose	Data (key elements)	Basis
Enquiring about our organisation and its work	Name, email, message	Legitimate interests - it is necessary for us to read and store your message so that we can respond in the way that you would expect.
Making a donation	Name, email, address, payment information through third party JustGiving	Legitimate interests - this information is necessary for us to fulfil your intention of donating money and your expectation of receiving a confirmation message.
1:1 counselling service	Name, email, personal information	Legitimate interests - this information is necessary for us to fulfil our 1:1 counselling service.
Bereavement Support Groups	Name, email	Legitimate interests - this information is necessary for us to contact you to arrange meetings.
Suicide Training (eg. Suicide Brief Intervention)	Name, email	Legitimate interests - this information is necessary for us to arrange training meetings and send any certificates.
Website functionality	Website activity collected through cookies	Legitimate interests - it is necessary for us to store a small amount of information, usually through cookies, to deliver functionality that you would expect, such as remembering the contents of your order before you have fully completed the process.

2. How we use your data

We will only use your data in a manner that is appropriate considering the basis on which that data was collected, as set out in the table at the top of this policy.

For example, we may use your personal information to:

- reply to enquiries you send to us;
- handle donations or other transactions that you initiate;
- where you have specifically agreed to this, send you marketing communications by email relating to our work which we think may be of interest to you.

3. When we share your data

We will only pass your data to third parties in the following circumstances:

- you have provided your explicit consent for us to pass data to a named third party;
- we are using a third party purely for the purposes of processing data on our behalf and we have in place a data processing agreement with that third party that fulfils our legal obligations in relation to the use of third party data processors; or
- we are required by law to share your data.

In addition, we will only pass data to third parties outside of the EU where appropriate safeguards are in place as defined by Article 46 of the General Data Protection Regulation.

4. How long we keep your data

We take the principles of data minimisation and removal seriously and have internal policies in place to ensure that we only ever ask for the minimum amount of data for the associated purpose and delete that data promptly once it is no longer required.

Where data is collected on the basis of consent, we will seek renewal of consent at least every three years.

5. Rights you have over your data

You have a range of rights over your data, which include the following:

- Where data processing is based on consent, you may revoke this consent at any time and we will make it as easy as possible for you to do this.
- You have the right to ask for rectification and/or deletion of your information.
- You have the right of access to your information.
- You have the right to lodge a complaint with the Information Commissioner if you feel your rights have been infringed.

A full summary of your legal rights over your data can be found on the Information Commissioner's website here: <https://ico.org.uk/>

If you would like to access the rights listed above, or any other legal rights you have over your data under current legislation, please get in touch with us.

Please note that relying on some of these rights, such as the right to deleting your data, will make it impossible for us to continue to deliver some services to you. However, where possible we will always try to allow the maximum access to your rights while continuing to deliver as many services to you as possible.

6. Cookies & usage tracking

A cookie is a small file of letters and numbers that is downloaded on to your computer when you visit a website. Cookies are used by many websites and can do a number of things, eg remembering your preferences, recording what you have put in your shopping basket, and counting the number of people looking at a website.

Where cookies are used to collect personal data, we list these purposes in section 1 above, along with other personal data that we collect. However, we also use some cookies that do not collect personal information but that do help us collect anonymous information about how people use our website. We use Google Analytics for this purpose. Google Analytics generates statistical and other information about website usage by means of cookies, which are stored on users' computers. The information collected by Google Analytics about usage of our website is not personally identifiable. The data is collected anonymously, stored by Google and used by us to create reports about website usage. Google's privacy policy is available at <http://www.google.com/privacypolicy.html>.

7. Modifications

We may modify this Privacy Policy from time to time and will publish the most current version on our website. If a modification meaningfully reduces your rights, we'll notify people whose personal data we hold and is affected.