

Life Association Limited is a charity registered in England and Wales (1115262). We are also a company limited by guarantee, registered in England and Wales (05763547).

This Privacy Notice explains what to expect when Life Association collects and uses your personal information. We encourage you to read this notice carefully and if you'd like to learn more about our data protection and privacy policy, or get further clarification, please contact us on the details below.

Address:

Life Association Limited,  
St Thomas' Parish Centre,  
135 Counce Street,  
Blackpool FY1 3NJ

Email: [info@lifeassociation.org.uk](mailto:info@lifeassociation.org.uk)

Data Protection Officer: Lisa Haskett. Email: [lisa@lifeassociation.org.uk](mailto:lisa@lifeassociation.org.uk)

### **OUR PROMISE**

Life Association is committed to respecting your privacy and ensuring the personal information you have entrusted to us is held securely and processed in accordance with all applicable data protection and privacy laws.

### **HOW WE COLLECT PERSONAL INFORMATION**

We collect personal information in the following ways:

#### **Directly from you when you:**

- Make a donation, either one-off or regular donation;
- Request for resources to share about our work;
- Contact us with an enquiry;
- Have a role in a church or other organisation, working in partnership with Life Association.

#### **From other sources:**

- To check the accuracy of the postal address we hold, we may use Royal Mail's postcode finder.

### **THE PERSONAL INFORMATION WE COLLECT**

- Personal identifiers such as your title and name;
- Contact details including postal address, post code, email and telephone number;
- Financial information such as your bank details;
- Whether you are a UK tax payer;
- Records of your contact with us.

### **Special categories data**

Under data protection law, some personal information is recognised as ‘special categories data’. This includes, but is not limited to, information which reveals your religious beliefs, health issues, race or ethnic origin.

Where necessary and consented to, we may collect details about your church affiliations and personal faith.

Life Association will always treat any special categories data we process with greater care and process the information in accordance with all applicable data protection laws.

### **WHY WE COLLECT YOUR PERSONAL INFORMATION**

- For the administration of our charitable objectives.
- To process the monthly/ regular and one-off donations.
- To reclaim tax on Gift Aid donations, if applicable.
- To verify that you are over 18 and if not, obtain permission from your parent/guardian to process your information or accept any regular donations.
- To enable us to take greater care when engaging with our older supporters.
- To determine and improve the effectiveness of our website and marketing campaigns.
- To create and steward effective partnerships with UK Churches, volunteers, and other organisations.
- To keep you informed about our work.
- To enable us to contact you with relevant and the most appropriate information.
- To manage and coordinate our volunteers.
- For compliance with employment law and other statutory requirements.

### **THE LEGAL BASIS FOR PROCESSING YOUR PERSONAL INFORMATION**

Life Association will rely on the following legal bases to process your personal information:

#### **1. Legitimate Interest**

We will process your information for a purpose you would reasonably expect. We will have pre-determined that it is necessary to process your information for this purpose and balanced this with your rights and interests.

#### **2. Consent**

We give you the choice and control over our processing activities where relevant. For example, we ask for your permission to send you marketing information by email.

#### **3. Contract**

If you have a contract with Life Association, for example as an employee, or you haven't got a

contract but need to provide your information as a first step (e.g. apply for a job with us) we rely on the legal basis that the processing is necessary for the performance of a contract.

#### 4. Legal Obligation

In some cases, we are required to process your personal information where there is a legal requirement. For example, it is a legal obligation to disclose employee salaries to HMRC. Additionally, we process your name, house name or number, post code and donation history for Gift Aid purposes as required by HMRC.

#### **CREDIT AND DEBIT CARD PAYMENT INFORMATION**

When you make a donation to us online or over the phone, Life Association ensures that this is done securely. All credit or debit card details are entered directly into our online giving portal and never recorded or stored in any of our systems on completion of your transaction. Remember; don't send an email with any credit or debit card details.

#### **MARKETING PERMISSIONS**

We love sharing news about how your support is impacting our work in India. This includes sending you information about our work, news, appeals, campaigns, events, information on volunteering and prayer requests.

##### **Email and text marketing:**

We will ask for your permission to contact you by email or text for marketing purposes.

##### **Postal marketing:**

From time to time we may send you information about our work unless you have told us you would prefer not to receive this information by post. If you have registered with the Mail Preference Service (MPS), we will only send you marketing communication by post if you have given us permission to do so.

Life Association is committed to respecting your choice to receive marketing information. You can update your permission and contact preferences at any time by:

- Emailing [info@lifeassociation.org.uk](mailto:info@lifeassociation.org.uk)
- Clicking the 'unsubscribe' link included in each email communication we send.

#### **WHO WE SHARE YOUR INFORMATION WITH**

We may share your personal information with trusted suppliers where it is necessary to provide products you have requested from us or where they are contracted to develop or maintain our systems.

We monitor information security compliance to ensure data is only used in accordance with applicable data protection and privacy laws.

Life Association and any of its affiliate entities may be under duty to disclose your personal information where required in order to comply with any legal obligation.

#### **HOW LONG WE KEEP YOUR DATA**

Life Association will only keep your personal information for the period it is required and in accordance with our data retention schedule. For example, for accounting purposes and to administer Gift Aid declarations we keep a record of your name, house name or number, post code, donations history and Gift Aid declaration for seven years.

In the event that you exercise your right to erasure, we will ensure you are informed about what data we are legally required to retain and for how long.

### **YOUR INFORMATION RIGHTS AND CHOICES**

Under data protection law, you have the right:

- To request to obtain copies of the personal information Life Association holds about you. You can make a request verbally or in writing. If you make your request verbally, we will ask that you also follow up in writing so that we can have a record of your request.
- To correct or update your personal information processed by Life Association which you think is inaccurate or incomplete.
- To ask Life Association to erase your personal information in certain circumstances.
- To ask Life Association to restrict or limit the way we use your personal information.
- To object to the use of your personal information in certain circumstances where Life Association has no legitimate reason for continued use.
- To object to the use of your personal information for marketing purposes.
- To ask Life Association to transfer the information you have given us from one organisation to another or give it to you.

The Privacy and Electronic Communications Regulations (PECR) gives you the right to choose whether or not to receive marketing communication from us by email, text or telephone.

For more information about your information rights visit [www.ico.org.uk](http://www.ico.org.uk)

### **REPORTING CONCERNS OR COMPLIMENTS**

Please contact us if you wish to raise a concern about Life Association's handling of your personal information, or compliment what you think we have done well.

You also have the right to lodge a complaint with the Information Commissioner's Office about how we manage your data.

### **CHANGES TO THIS PRIVACY NOTICE**

Life Association will review our privacy notice regularly. The terms of this notice may be updated at any time for example, in the event of changes in law and how we operate. Please do check our website from time to time. If there are any significant changes in the way we process your personal information, we will provide a prominent notice on our website or send a notification. This notice was last reviewed and updated in 20/09/2023.

Thank you from Life Association for entrusting your data to us, so that we can continue to support the poorest of the poor in India.