

Privacy Policy

Emily Ash Trust Data Protection Policy

The Trust is a 100% voluntary charity and doesn't operate for profit. All data we hold is to ensure we can provide benefits for the families of children suffering with cancer in a fair, effective and sustainable way. It will only ever be used for these purposes.

Our Data Protection Policy supports our commitment to treat information of Trustees, volunteers, donors, beneficiaries and all other interested parties with the utmost care and confidentiality.

With this policy, we ensure that we gather, store and handle data fairly, transparently and with respect for individual's rights.

The purpose of processing data

- The only data we will process is;
 - that submitted to us in support of requests for support
 - that required to notify past supporters of fund raising events they may wish to support or participate in

In these circumstances:

- Only Emily Ash Trustees and Committee members will have access to personal data
- All data will be stored in a secure manner under lock and key or password/encryption protection
- This data will never be sold or transferred to other organisations for commercial or fundraising purposes and will only be used in support of the purpose stated above
- We will not use personal information, including photos, on our website or in supporting literature without first obtaining specific consent
- We will delete data that is no longer required or relevant

Sensitive Personal Data

Sensitive data as defined is only processed for the following purposes;

- Where relevant to assess the needs of beneficiaries and ensure we are able to provide tailored support and maximise the benefits we can make available.

Working with Partner Charities

We work closely with several associated but third-party charities who refer potential beneficiaries to us with requests for support. In these circumstances the referral is often accompanied by sensitive medical information that is provided to underline the need for and type of support required. This data is deleted once the request has been either satisfied or rejected.

In these circumstances we fall under the Data Policies for the charity concerned and rely on the consents provided to them by the individuals.

Direct Requests for Help

Where referrals are accompanied by a request form accessed from our website the form concerned will have a clear statement of the individuals consent to collect and use the information as well as what purposes it will be used for, when it will be deleted and how the potential beneficiary can change or delete the data going forward.

Personal Data of Supporters

Where we have data specifically for people who have supported the Trust in the past, either by donation or by supporting fundraising events;

- We will only hold email contact details
- We will always offer an 'unsubscribe' option for recipients when communicating with them
- We will make clear that the recipient can request information on what data we hold, request amendment or complete deletion of it if required.
- Never use contact details to approach the person in any way other than via email sent directly from the Trust Data Controller.
- Social Media will be managed such that these same principles apply to people that have become friends of the Trust