



PRIVACY POLICY

Who We are

Tree of Hope (We/Us/Our) is a crowdfunding charity that helps children and young people with a disability or illness, by supporting families to raise the money they need to pay for Specialist care that is not freely available through the UK healthcare system.

The charity is registered in England and Wales (1149254) and Scotland (SC042611) and is also a registered company limited by guarantee (8184807).

Our Head Office and company registered address is Salford House, Salford Terrace, 19-21 Quarry Hill Road, Tonbridge, Kent, TN9 2RN.

Data Protection

Tree of Hope is committed to protecting your personal information. Should We receive, or ask you to provide certain personal information by which you can be identified, then you can be assured it will only be used in accordance with this privacy policy.

Please read this policy carefully so you can understand: -

- Our legal reason for processing data
- How We collect your personal information
- What information We collect
- How We use your information
- Direct Marketing
- How We protect your information
- Who We share your information with
- How long We keep your information
- Updating your details
- Your rights regarding the information We hold
- Cookies and Website Links
- Changes to this Privacy policy

Our legal reason for processing data

The legal reason We rely on for processing your data will depend upon the circumstances in which it is being collected and used, but will in most cases fall into one of the following categories:

- where you have provided your consent to allow Us to use your data in a certain way
- where the processing is necessary to carry out a contractual relationship.
- where it is in our Legitimate Interest in order to deliver our charitable aims and objectives, generate income and for administrative, financial and regulatory compliance purposes.
- where the processing is necessary in order for Us to comply with a legal obligation.

How We collect your personal information

We collect personal information in the following ways:

- When you give it to Us directly

We collect and keep information about you whenever you engage with Us. For example, when you chose to register for Our services, make a donation to a child's campaign or Tree of Hope, fundraise on Our behalf, register for an event or submit an enquiry, apply for a job or volunteering opportunity, or otherwise give Us any other personal information.

- When you give permission to other parties to share it with Us

We may receive your information from other organisations, for example fundraising sites like Just Giving, Virgin Money Giving or Gocardless. These independent third parties will only do so when you have indicated that you wish to support a fundraising campaign and only when you have given them permission to share your information Us. You should check their Privacy Policy when you provide your information to understand how they will process your data.

We may also collect information about you from a family member or legal guardian who contacts Us on your behalf or passes on your details to Us.

What information We collect

Your personal details will only be used in a way you would reasonably expect, or have agreed to. The type and quantity of information We collect and how We use it depends on why you are providing it.

If you make a donation, volunteer, register to fundraise, sign up for an event, We will usually collect some, or all, of the following information; -

- Your name
- Your contact details (address, email address, phone number)
- Your bank or credit card details
- Age/Date of Birth – Only when appropriate, such as participation in a fundraising event where age restrictions may apply

If you choose to register a child's fundraising campaign with Us We will also require :-

- Child's name
- Child's date of birth
- Details of child's disability or illness and proposed treatment and/or therapy plan.

As details relating to people's health is consider Sensitive Data we will only collect this information if there is a clear reason for doing so and with explicit consent.

How We use your information

How We use the information will largely depend on your relationship with Us and why you are providing it. We may use the information you provide to :-

1. Fulfil your requests and to give you the information, support, services, or products you ask for.
2. Keep a record of your relationship to Us, details of any contact or communication which We have with you and to comply with our administrative duties and financial regulations.

3. Process donations and other financial payments, including sending thank you letters and receipts.
4. Make claims for Gift Aid on your donations with HM Revenue and Customs (if your consent has been provided).
5. Carry out statistical analysis in order to develop organisational strategy and help Us to understand how We can improve our services and meet the needs of people that require Our help.
6. Investigate and respond to, complaints, legal claims or other issues. At times, we may need to use your personal information to prevent fraud or to identify misuse of Our services.
7. Monitor and record information on employees and volunteers for the purpose of recruitment, remuneration, pensions, safety and performance management.
8. We may also use your personal information for other purposes which we specifically notify you about and, where appropriate, obtain your consent.

If you choose to register a fundraising campaign with Us We may also use the information you provide to:-

1. Gain an understanding of your situation so We can offer you the best possible support, advice and service.
2. Ensure fundraising campaigns meet Our charitable aims and objectives.
3. Help raise the profile and awareness of your fundraising campaign(s).
4. Feature your fundraising campaign(s) on our website and other marketing materials. In both instances we will always obtain your prior consent before using your data in these ways.

We understand many donors like to make donations anonymously so we will not release their names unless we have the donor's permission to do so.

Direct Marketing

Continued support to Tree of Hope helps hundreds of children all over the UK get access to the vital medical treatment and equipment they need. With your consent, We would like to keep you informed of Our news, information, fundraising events and campaigns so We can continue to raise income and awareness of the charity.

We offer you the option to tell us, what type of information you would like to receive and how you prefer to hear from us; by post, email, phone or SMS. If you choose for us to contact you by email, every message we send will include a link to enable you to change your preferences or to opt out of receiving future marketing messages.

You can also change your preferences or opt out of marketing communications by calling us on 01892 535525, or by email to marketing@treeofhope.org.uk or writing to our Marketing Officer at the contact address below.

Who We share your information with

We never sell any of your personal information to any organisation for any reason.

Who We may share your information with largely depend on your relationship with Us and why you are providing it. We may share your information with:-

- HM Revenue and Customs, to enable Us to make Gift Aid claims on donations (if your consent has been provided).
- Banks and payment providers - to authorise and complete payment transactions.
- Carefully selected partners who provide specialist services We request. This may include I.T and Database Consultants who support our I.T systems and have agreed to non-disclosure agreements.

which prevent them from using your data for anything other than the clearly defined purpose relating to the service they are providing.

- Event Organisers who operate events and activities which We have elected to join and which you have chosen to participate in.
- Trading companies who operate a lottery which We have elected to join and which you have chosen to participate in.
- Our financial and legal advisers in the event we need to obtain advice and protect or defend Our legal rights.
- Our appointed Employment Law and Health and Safety Specialists, Pension Provider, Financial Accountants and HM Revenue & Customs for the purposes of staff administration.
- Law enforcement bodies in order to comply with any legal obligation or court order, or which We reasonably believe that We need to disclose your information for such purposes.
- Other organisations for the purposes of fraud prevention, misuse of Our services, money laundering or safeguarding.
- We will only ever share your data in other circumstances if We have your explicit and informed consent.

If you choose to register a fundraising campaign with Us We may also share the information you provide Us with to:-

- Trusts and Foundation for the purposes of grant applications.
- Contractors, Providers and Suppliers of equipment, treatment and therapies which you have appointed.

How long We keep your personal information

We keep records for as long as required to operate Our services in accordance with legal, tax and accounting requirements. Where your information is no longer required, We will ensure it is disposed of in a secure manner.

How We protect your information

We place great importance on keeping your information secure, accurate and up to date.

We have security measures in place to attempt to protect against the loss, misuse and alteration of personal data under Our control. Whilst We cannot ensure or guarantee that loss, misuse or alteration of data will not occur while it is under Our control, We use Our best efforts to try to prevent this.

Unfortunately, transmission of information over the internet is never completely secure. Whilst We do our best to protect the security of your information We cannot guarantee that loss, misuse or alteration of data will not occur whilst data is being transferred, so any transmission is at the user's own risk.

Any credit or debit card details provided via online remain with Our payment partner(s) and do not reach us.

Some service providers may be based outside of the European Economic Area (EEA) however, We will endeavour to ensure that any data transfers outside of the EEA are carried out in compliance with relevant data protection legislation and that the processing of your data is subject to appropriate security measures.

Your rights regarding the information We hold

The law requires that the processing of any personal information is always carried out in a fair and balanced way that does not overly impact the rights of the person concerned.

You have the right to request a copy of the personal information We hold about you and details of how We use that information (called a Subject Access Request). If you think any of the personal information We hold about you is inaccurate, you may also request it is corrected. You also have a right, in certain circumstances, to require Us to stop processing your personal information.

For more information about your rights please go to the Information Commissioner's Office website at ico.org.uk.

If you wish to exercise any of these rights please email data@treeofhope.org.uk or write to the Database Officer at the contact address shown below.

Updating your details

If you want to update any of the information We hold for you, or you think any information we have about you is incorrect or incomplete, please email data@treeofhope.org.uk or write to the Database Officer at the contact address below, or call us on 01892 535525.

Cookies and Links

Our website uses cookies which are small text files that are placed onto your device and collect information about the way in which you navigate and use Our website and the internet. Cookies do not collect information which allows us to identify individual users. For more information please check Our cookies policy.

Tree Of Hope's website may contain links to other sites, not owned or managed by us. Once you have clicked on a link you are entering another site. We cannot be held responsible for the privacy of information collected by websites not managed by Us so We encourage you to read the privacy statements of these linked websites as their privacy policy is likely to differ from Ours.

Changes to this Privacy policy

We may change this Privacy Policy from time to time if We make any significant changes in the way We handle and treat your personal information, or to reflect any changes to legislation. If Our policy changes We will post the changes on this page and they will apply from the time We post them.

This Privacy Policy (Version 1.0) was last changed and updated 01 February 2018.

Contact

If you have any questions about this Policy, need to update your details, or would like to exercise your rights with respect to your personal information, please contact our Database Officer at:-

Salford House, Salford Terrace, 19-21 Quarry Hill, Tonbridge, Kent, TN9 2RN

Or Email: data@treeofhope.org.uk Or call us on: 01892 535525

You also have the right to contact the Information Commissioners Office (ICO) if you have any concerns about Data Protection.