



DISTRIBUTING UNIVERSAL AID DUA PRIVACY POLICY

This Privacy Notice explains:

Who we are:

DUA Charity is not the data controller responsible for your data (referred to as "we", "us" or "our" in this privacy notice). We are committed to respecting your privacy.

DUA Charity is a registered charity in England and Wales with **registration number 1198063**.

Contact Us:

If you have any questions about this privacy notice, the use of your data or wish to request to exercise any of your rights, please contact our Data Protection Officer using the following details:

By email: **info@duacharity.org**

By post: **DUA Charity Data Protection Officer**

Jhumat House

**160 London Road, Barking IG11 8BB
United Kingdom**

Making a Data Protection Complaint

If you have any concerns about the use of your data or the way we handle your requests relating to your rights, you can raise a complaint directly with us by using the contact details provided in this notice. If you are not satisfied with the way we handle your complaint, you are entitled to raise a complaint directly with the UK Information Commissioner's Office via the details available on their website: www.ico.org.uk.

Personal Data We Collect From You

We collect personal data when you:

Make a donation to us, visit our website, complete an online contact form, participate in a competition or promotion and/or attend one of our events and communicate with us (including phone calls, chat, email, web forms, and social media).



The types of personal data we collect from you include/are:

Identity Data: this includes your first name, last name, date of birth and age. Contact Data: this includes your home address, email address and phone number. Financial data: this includes your bank account details. Profile Data: This includes feedback and survey responses.

Technical Data: this includes internet protocol (IP) address, browser type, and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website verification data which includes identification documents such as driver's licence. Any personal data about you included in free text boxes; including enquiries, feedback, or comments submitted to us.

We may also collect Special Categories of Data when you participate in a fundraising event which include:

Health data which includes any physical disability, mental disability or medical condition. The personal data we hold about you must be accurate and up to date. Please keep us informed of any changes to your data for example change of contact details, etc.

Personal Data We Collect from Others

Sometimes we work with carefully selected third parties and we may receive your data from them.

The third parties include:

- Business partners ➤ Suppliers
- Sub-contractors ➤ Advertisers

- Referrers

How We Use Your Data:

Data Protection law permits us to process your data only if we have a valid legal basis to do so. We use your data for the following purposes:

- Purpose/Activity
- Type of Data
- Lawful Basis Of Processing



To provide the information that you have requested

- Identity
- Contact
- Legitimate interests

To manage our relationship with you (including updating you with important changes)

- Identity ➤ Contact ➤ Profile

To keep you informed about campaigns, projects, updates and opportunities

- Identity ➤ Contact ➤ Profile
- Marketing ➤ Consent

To process and administer your:

- Donations
- Gift Aid Claims
- Identity
- Contact
- Profile
- Financial
- Performance Of A Contract

To use data analytics and to improve our website, services, marketing, and consumer experiences

- Technical
- Profile
- Usage
- Legitimate interests



To manage our sponsorship programs

- Identity
- Contact
- Profile
- Legitimate interests

To support fundraising activities and manage fundraising events

- Identity
- Contact
- Profile
- Legitimate interests

Meeting our legal and regulatory obligations

- Identity
- Contact
- Profile
- Legal obligation

To keep you safe when you participate in any activity or event with us

- Health
- Vital interests

We'll only ask for Special Categories of Data when we need to and use it in limited circumstances. Where we are processing your data for our legitimate interests, you may object to the processing of your data. We need certain personal data from you to be able to provide services to you.

Sharing Your Data:

When necessary, we share your data with:

Our service providers, tax, government, and any relevant regulatory authorities prosecuting authorities and courts, and/or other relevant third parties connected with legal proceedings or claims law enforcement agencies third parties where we are required to do so by law.

Transfer of Your Data Outside the UK. Your data may be transferred outside of the UK to our trusted service providers. We require third parties to keep your data confidential and secure. We ensure that suitable protection is maintained at all times by ensuring that appropriate safeguards are in place.



Retaining Your Data

We keep personal data for as long as it is required by us for the purposes described above to meet our legal or regulatory obligations for the exercise and/or defence of any legal claims profiling. There may be some circumstances where we use your data for profiling. We always make sure the way we process your data is safe and fair to you. Where we are processing your data for profiling activities, you may object to the processing of your data.

Automated Decision Making

We do not use any automated processes to make decisions about you that produce legal or significant effects concerning you.

Your Data Subject Rights and How to Exercise Them

You have rights relating to the personal data we hold about you, however, they may be subject to various exceptions and limitations.

You can request to exercise your rights at any time by contacting us. The contact details can be found in the Contact Us section of this notice.

Your rights:

Right to be informed: We are obliged to provide clear and transparent information about our processing activities of your data.

Request access to your data (commonly known as a “data subject access request”): You have the right to understand what personal data we hold about you and why.

Request correction of personal data: If we hold inaccurate or incomplete personal data, you have the right to request us to rectify or correct your data.

Request erasure of your data: You may ask us to delete or remove personal data where there is no good reason for us to continue to possess it. Please note, however, that we may not always be able to comply with your request for erasure for specific legal reasons.

Request restriction of processing of your data: You may ask us to stop processing your data. We will still hold the data but will not process it any further. You may exercise the right to restrict processing when one of the following conditions applies:



Where the accuracy of the personal data is contested, processing of that personal data is unlawful and we no longer need the personal data for processing but the personal data is required for part of a legal process - the right to object has been exercised and processing is restricted pending a decision on the status of the processing.

Right to Withdraw Consent:

You may withdraw consent at any time if we are relying on your consent to process your data. This won't affect any processing already carried out before you withdraw your consent or processing under other grounds.

Right to object:

You have the right to object to our processing of your data where:

Processing is based on legitimate interest processing for direct marketing. Please note when you request to exercise any of your rights we may request specific information from you to help us confirm your identity and keep your data protected.

Cookies & Tracking

Cookies enabled at the point of cookie acceptance on this website. They allow us to understand our audience engagement thus allowing better optimisation of marketing activity. This helps us track anonymous information to be later married. If this is left anonymous it will be deleted after 6 months. Our system may be able to track behaviour and form submissions into outside sources per user. This is used for personalisation and the ability to segment decisions for further communications.

The information stored remains anonymous until:

Our website is visited via clicking from an email or SMS message, sent via the platform and cookies are accepted on the website. A user of the website completes a form containing an email address from either website and will remain on a device for 10 years unless they are deleted.



Other Tracking

Device & browser type and open statistics

We use similar technologies including tracking pixels and link tracking to monitor your viewing activities.

All emails have a tracking pixel (a tiny invisible image) with a query string in the URL. Within the URL we have user details to identify who opened an email for statistical purposes.

Link Tracking

All links within emails and SMS messages sent from the platform contain a unique tracking reference, this reference helps us identify who clicked an email for statistical purposes.

Distributing Universal Aid

info@duacharity.org www.duacharity.org