



Dog A.I.D. Privacy Policy

Dog Assistance in Disability (Dog A.I.D.) is completely committed to protecting your privacy and we take this responsibility very seriously. This policy sets out how Dog A.I.D. uses the personal information that you provide us with, how we keep the information secure, only use it for the purposes for which it was collected and not do anything that wouldn't be reasonably expected.

Dog A.I.D. will take due care in the collection and storage of any sensitive data. We ensure that we use your information in accordance with all applicable laws concerning the protection of personal information including the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations (PECR) 2003.

This policy explains:

- Who we are
- How we collect information
- What information Dog A.I.D. may collect about you
- How we use this information
- How we keep your data safe and who has access to it
- Keeping your information up to date
- How long we will keep your information
- How to stop receiving communications and how to request what information we hold about you
- How we use cookies to provide services to you or to improve your use of our websites

Who are we?

Dog A.I.D. is a registered charity, number 1098619. Dog A.I.D.'s registered address is Earlyworld House, 7 Darwin Court, Oxon Business Park, Shrewsbury, Shropshire, SY3 5AL.

We can be contacted on 01743 588469, 07749 725140 or admin@dogaid.org.uk.

How do we collect information?

Dog A.I.D. collects personal information in a range of different ways. For example, we will obtain personal contact information from you when you apply to become a client or volunteer trainer, enquire or register for one of our activities or events, subscribe to receive a digital or postal communication, make a donation to us or otherwise provide us with personal information.

You may receive follow up information from us that is relevant to any activity or event you participated in, including how your support is helping.

If you have provided us with consent to use your details for marketing purposes, then we may also contact you about our events, fundraising activities and other ways to support us. This is very important to us in ensuring the future success of the charity.



What information do we collect?

This information consists of (but is not limited to) name, postal address, email address, telephone or mobile number, payment details and Gift Aid status.

Where it is appropriate, we may also ask for:

- Information relating to your health (for example, if you are taking part in a 'challenge' style event)
- Date of Birth
- Why you have decided to donate to us. We will never make this question mandatory, and only want to know the answer if you are comfortable telling us.

Dog A.I.D. may also use publicly available information to identify people who may be interested in a high-profile public association with us. This information may include newspaper or other media coverage, open information about professional roles/experience on websites such as LinkedIn and Companies House. We do not use publicly available sources which we consider would be intrusive such as Facebook, Twitter, JustGiving or the Land Registry.

How do we use this information?

Our aim is to communicate with you in a way that makes you want to stay involved with Dog A.I.D. for as long as possible, so you see the value and impact of your support.

Dog A.I.D. does not share, sell or swap your information with other organisations for their own marketing purposes.

We use the information we receive to:

- Administer your donation(s) or your sign up to our events. In addition, we may use your information to claim gift aid
- Keep a record of your relationship with us
- Enable us to record how you'd like to hear from us
- Understand how we can keep improving our fundraising products, services and information
- Ensure we are being compliant with various laws
- Occasionally invite you to participate in surveys to help Dog A.I.D. to improve service

In certain instances, we collect and use your personal information by relying on the legitimate interest legal basis. This is because when you, for example, request to receive services or products from Dog A.I.D., we have a legitimate organisational interest to use your personal information to respond to you and there is no overriding prejudice to you by using your personal information for this purpose.

This is also the case where we process your donations in support of Dog A.I.D.'s objectives, for our internal administrative purposes, and where we need to take steps to protect our network security or risk of fraud.



In most instances, and always with our new supporters, we will rely on obtaining your consent to our use of your personal information. This is the case, for example, where we seek to obtain your consent to receive email marketing about Dog A.I.D.

Please be assured that we will not, under any circumstances, share your data with anyone for marketing purposes and you will not receive offers from other companies or organisations as a result of giving your details to us.

We may need to share limited information with our service providers who help us to prepare and issue our communications or process your donations and other responses.

However, we will not allow these organisations to use your data for their own purposes and will take care to ensure that they keep your data secure.

How we keep your data safe and who has access to it

Your information is held on systems that are maintained and managed securely by Dog A.I.D.

We ensure that there are physical and technical controls in place to protect your personal details.

We undertake regular reviews of who has access to the information that we hold, to ensure that your information is only accessible by appropriately trained staff, volunteers and contractors.

When we have the need to use external companies to collect or process data on our behalf, we ensure that extensive checks are completed on these companies before we work with them. Prior to any work taking place we put a contract and data protection agreement in place that sets out our expectations and requirements, especially regarding how they manage the personal data they collect or have access to.

We may need to disclose your details, if required, to the police, regulatory bodies or legal advisors.

Keeping your information up to date

It is incredibly important to us to be able to keep your information up to date and as accurate as possible. This is part of our obligation in order to comply with data protection law. We'd also like to be able to stay in touch with you however you want us to.

We may use publicly available sources to keep your records up to date; for example, the Post Office's National Change of Address database and information provided to us by other organisations as described above.

If you would like to tell us of any changes to your information, change the way we contact you or if you no longer want to hear from us, then please contact our team through the following means:



By Post: Dog A.I.D., Earlyworld House, 7 Darwin Court, Oxon Business Park, Shrewsbury, Shropshire, SY3 5AL
By Email: admin@dogaid.org.uk
By Phone: Call us on 01743 588469 (During normal business hours - answerphone all other times)

How long will we keep your personal data?

We will hold your personal information on our systems for as long as is necessary and to ensure we are compliant with all legal and regulatory obligations. For example, we will hold gift aid information for a minimum of four years to enable us to make back-dated claims on donations.

If you request that we stop sending you marketing materials, we will keep a record of your contact details and appropriate information that helps us to comply with your request not to be contacted by us.

Asking us to stop using your data and finding out about the information we hold on you

You have a right to ask us to stop processing your personal data, and assuming that it's not essential for the purpose you provided it for (e.g. processing a donation or registering you for an event), we will do so. Get in touch with us on 01743 588469 or admin@dogaid.org.uk if you have any concerns.

You have a right to ask for a copy of the information we hold about you, otherwise known as a Subject Access Request.

If you would like to access your information, then please send a letter to us at Dog A.I.D., Earlyworld House, 7 Darwin Court, Oxon Business Park, Shrewsbury, Shropshire, SY3 5AL detailing the information you'd like to see.

You have the right to contact the Information Commissioners Office (ICO) if you have any concerns about Data Protection using their help line 0303 123 1113 or at www.ico.org.uk

'Cookies'

Dog A.I.D. may use or use 'Cookies' within the development of the website and may include Sessional or Third-Party Cookies.

'Cookies' are small pieces of information sent by a web server to a web browser, which enables the server to collect information from the browser. Essentially it takes the form of a small text file deposited on your computer's hard drive.

Dog A.I.D.'s intended use of all cookies will be to ensure that you can interact with our web sites successfully, to identify you when you visit our web site and to keep track of your browsing patterns. The use of cookies does not give us access to the rest of your computer or your personal information.



If you want to prevent our cookies being stored on your computer in future, you may do so by referring to your internet browser's instructions. You can do this by clicking on the "Help" menu. Please note however, that if you disable our cookies you may not be able to access certain services or facilities on our sites and your use of our sites may be restricted. Further information on deleting or controlling cookies is available at www.AboutCookies.org

Changes to this policy

This privacy policy will be reviewed and updated every two years, so you may wish to check it each time you submit information to Dog A.I.D. The date of the most recent revision will appear on this page. If you do not agree to these changes, you have the option to opt out at any time. We will notify supporters of any major changes by placing a notice on the website or by contacting you directly.

Date policy approved/last updated	March 2022
Date for policy review	March 2024