# 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 UK General Data Protection Regulation (GDPR), Data Protection Act 2018, and 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
* Lawful processing
* 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 Assistance in Disability (Dog A.I.D.) is a registered charity, number 1178719. 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 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. We may also ask if you are able to Gift Aid any of your donations. 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.

If you are applying to train your dog with Dog A.I.D., we need to collect sensitive personal data from you to enable us to respond to your request and match you with a volunteer trainer. Some of this data is recognised as special category data. If you are a Dog A.I.D. client, we need to collect and hold information to enable compliance with the Assistance Dog contractual agreement between us and ADI (Assistance Dog International) accreditation standards. If you are applying to volunteer, we need to collect and hold information about you and your experience to progress your application.

**Where it is appropriate, we may also ask supporters/fundraisers 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, 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 and involvement.

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

**Lawful Processing**

The UK GDPR identifies six legitimate ways to process personal data. Dog A.I.D. has assessed that the following ways are relevant to the purposes that the charity is processing personal information for:

* on the basis of the ‘legitimate interests’ of the charity - the law permits personal data to be collected and used if it is necessary for a legitimate business interest of the organisation, providing it is used in a fair, transparent way and does not unduly impact the rights of the individual concerned.
* on the basis of consent - Dog A.I.D. will ask for consent to send you newsletters, marketing and fundraising emails or information.
* on the basis of a contractual relationship - if you have entered into a contract for provision of services with Dog A.I.D. or signed a volunteering agreement then this is a Contractual Relationship, and you should refer to your contract or agreement.
* on the basis of legal obligation - to ensure that Dog A.I.D. can comply with the law

We use the information we receive to:

* administer your donation(s), claim Gift Aid and thank supporters
* manage your application to become a client or volunteer, and support you throughout your involvement with the charity
* keep a record of your relationship with the charity and process information for historical or statistical purposes
* record how you’d like to hear from the charity
* understand how Dog A.I.D. can keep improving our services, support, fundraising activities, and information
* ensure that the charity is being compliant with relevant laws
* occasionally invite you to participate in surveys, focus groups and other consultation to help Dog A.I.D. to improve services
* maintain ‘Do not contact lists’ (suppressions)
* record information about employees and volunteers for recruitment, safety, performance management, pensions and other support

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.

For clients and volunteers (and applications), we need to keep and process information about you to pursue the legitimate interests of the charity and for the safe training and support of Assistance Dog partnerships. We will not use your data in a way which adversely affects your interests. We also collect and use your personal information on the basis of the contract or proposed contractual relationship with you.

The legitimate interest legal basis 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. This also applies to the administration and processing of financial transactions and maintaining financial controls, and the enforcement of legal claims including debt collection via out of court procedures.

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.

When we use your personal information, we will always consider if it is fair and balanced to do so and if it is within your reasonable expectations. We will always balance your rights as an individual against our legitimate interests.

**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.

**Client Confidentiality**

In certain circumstances Dog A.I.D. reserves the right to break confidentiality should this be deemed necessary.

These circumstances include:

* If a member of staff believes that a client could cause danger to themselves or to others
* If a member of staff suspects abuse or has knowledge of abuse
* If the client gives information which indicates that a crime has been committed
* If disclosure is required by law, for example, by the police
* If a person is felt to lack the mental capacity to make a decision; in such cases staff or volunteers will discuss with a manager and they will only act in the client’s best interest
* If the client gives information which indicates a possible terrorist threat

The decision on whether to break confidentiality will be decided on a case-by-case basis and always in conjunction with a Manager.

If you become aware of suspected risk or abuse, please contact our Designated Safeguarding Officer on [admin@dogaid.org.uk](mailto:admin@dogaid.org.uk) or via the Dog A.I.D. office on 01743 588469

**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. In general terms, we will remove identifiable personal data from our records seven years after the date of the charity’s last interaction with an individual. In most cases, this represents seven years after the last financial transaction.

The few exceptions include where a supporter has kindly told us that they have left a gift in their Will to Dog A.I.D. We will then maintain our records of that pledge until needed to carry out legacy administration and communicate effectively with their family as appropriate.

If you are a Dog A.I.D. client, the charity will retain your records for five years after you ceased to be a client in order to comply with our accrediting body, Assistance Dogs International (ADI).

If you request that we stop sending you marketing or fundraising information, 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](http://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.

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| Date policy approved/last updated | June 2025 |
| Policy due for review | June 2027 |