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www.cry.org.uk



PRIVACY NOTICE

1. Introduction

This Privacy Notice explains what to expect when Care and Relief for the Young (CRY) collects and uses your personal information. We would encourage you to read it carefully.

2. Our Promise

2.1 Care and Relief for the Young (CRY) promise to collect, process, store and share your data safely and securely, by ensuring that:

- **Your experience is the most important thing:** the way that we process your data will always be to make your experience better, and improve what we offer you
- **You will always be in control:** Your privacy will be respected at all times, and we will put you in control with clear choices
- **We will be transparent:** We will be transparent about the data that we are collecting and how we use it so that you can make informed choices.
- **We will be secure:** We will protect the data that you trust us with. This means we will use appropriate security measures and controls. We will also make sure that other businesses we work with are just as careful with your data.

2.2 CRY is committed to processing personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

3. Who we are and how you can contact us

3.1 We are Care and Relief for the Young, also called CRY

Registered office: Care and Relief for the Young, Sovereign Place, Upper Northam Road, Hedge End, Southampton, SO30 4BZ

Telephone: 01489 788 300

Email: ukoffice@cry.org.uk

Registered Charity No: 1011513

Registered Company No: 02710775

ICO Registration Number: ZA347141

3.2 If you have any questions or feedback about the way that your data is handled, you can contact our Data Protection Officer/ Data Protection Lead:

Name: Emma Jackson

Email: ejackson@cry.org.uk

4. How We Collect Personal Information

Registered Charity No. 1011513

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4.1 We collect personal information directly from you when you make the decision to become a project sponsor. We also collect personal information on other occasions, for example when you donate, sign up for a loyalty card, sign up to volunteer, request information from us, etc

4.2 In addition, we may use the Royal Mail's postcode finder, National Change of Address update (NCOA) or the electoral roll to check the accuracy of the address we hold; and we may collect information made available publicly by the Charity Commission or Companies House.

5. The Personal Information We Collect

5.1 Depending on your interactions with us, we may collect, use, store and transfer different kinds of personal data about you:

- Identity Data: your name, title, date of birth
- Contact data: your location, postal address, postcode, email and telephone/mobile number
- Transactional data: Details of the donations you have made, and any products or services you have purchased from us
- Technical data: internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types, operating system and platform
- Profile data: purchases, your preferences, feedback and survey responses, preferences and interests (about whether you are interested in certain information and events that we offer)
- Financial information: such as your bank details and whether you are a UK taxpayer
- Marketing and communications data: your preferences in receiving marketing from us and your communication preferences
- CV data: previous employment history, education, awards and references

6. Special Category Data and Explicit Consent

6.1 Under **UK GDPR Article 9**, special category data includes sensitive information such as religious beliefs and ethnicity. CRY will only process this data with **explicit consent** unless another lawful basis applies (e.g., legal obligations, vital interests, or substantial public interest).

7. Storing your Data

7.1 When you give us your details, you agree to us recording your details on our secure database, so we can provide you with the best possible service every time you contact us. We hold your personal information for as long as required to provide you with the information or services you have requested, to administer your relationship with us, to inform our supporters' preferences, to comply with the law or to ensure we do not communicate with people who no longer wish to hear from us.

8. Why We Collect Your Personal Information

8.1 We collect your personal information:

- To process donations
- To reclaim tax on Gift Aid donations if applicable
- To keep you informed about our work. Please see more details in **Marketing Permissions**
- To fundraise more efficiently
- To manage volunteers
- For other statutory requirements

8.2 We are only allowed to use personal data about you if we have a legal basis to do so, and we are required to tell you what that legal basis is. We have set out in the table below: the personal data which we collect from you, how we use it, and the legal ground on which we rely when we use the personal data.

8.3 In some circumstances, we can use your personal data if it is in our legitimate interest to do so, provided that we have told you what that legitimate interest is. A legitimate interest is when we have a business or commercial reason to use your information which, when balanced against your rights, is justifiable. If we are relying on our legitimate interests, we have set that out in the table below.

What we use your personal data for	What personal data we collect	Our legal grounds for processing	Our legitimate interests (if applicable)
To register you as a new or prospective supporter	Identity Contact	Performance of a contract with you Legitimate Interest	To develop and grow our charity.

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To process and deliver our services to you	Identity Contact Transaction	Performance of a contract with you	
To manage donations and other financial transactions with us. eg Gift Aid	Identity Contact Transaction	Performance of a contract with you Legal Obligation	
To manage our relationship with you, including notifying you about changes to our terms or privacy notices	Identity Contact Transaction	Performance of a contract with you Legal Obligation Legitimate Interest	To keep our records up to date
To enable you to partake in marketing, competitions or to complete a survey	Identity Contact Transaction	Performance of a contract with you Consent Legitimate Interest	To study how donors and supporters interact with us and grow charitable income
To administer and protect our charity and our website	Transaction Technical Usage	Legitimate Interest	Running our charity, provision of administration and IT services, network security
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	Identity Contact Marketing and communications Usage Profile	Legitimate Interests	To study how supporters and clients interact with us, to grow our charity and to inform our marketing strategy
To use data analytics to improve our website, services, marketing, supporter and client relationships and experiences	Technical Usage Profile	Legitimate Interests	To define types of supporters and contacts, to keep our website updated and relevant, to develop our charity and to inform our marketing strategy

9. Marketing Permissions

9.1 We love sharing news about how your support is changing the lives of children, young people, their families and communities. This includes sending you information about our work, news, appeals, campaigns, events, information on volunteering and prayer requests. We can only use your personal data to send you marketing messages if we have either your consent or a legitimate interest to do so

9.2 Email Marketing - We will ask for your permission to contact you by email for marketing purposes

9.3 Postal Marketing - From time to time we may send you information about our work unless you have told us you would prefer not to receive this information by post

9.4 You can ask us to stop sending you marketing messages at any time – you just need to contact us by calling us on 01489 788300 or emailing us on ukoffice@cry.org.uk, or use the opt-out links on any marketing message sent to you.

9.5 Where you opt-out of receiving marketing messages, this will not apply to personal data provided to us as a result of purchasing our services or any other transaction between you and us.

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10. Who We Share Your Information With

10.1 We only share your personal data with third parties when necessary and in compliance with applicable data protection laws. This includes:

- **Service Providers:** To fulfil services that you have engaged us to perform (e.g., entering a fundraising event, processing a donation, or fulfilling an order).
- **Payment Processors:** To authorise debit/credit card payments and any other transactions you have approved.
- **Identity Verification:** To verify your identity where required for fraud prevention or legal compliance.
- **Marketing & Advertising Partners:** To send you email newsletters and administer digital marketing campaigns, including targeted advertising on platforms such as Facebook Ads or Google Ads. We will only share data with these platforms in compliance with UK GDPR and applicable cookie consent rules. You can adjust your preferences at any time.
- **Legal & Regulatory Compliance:** To meet legal obligations, such as tax reporting, fraud prevention, or responding to requests from law enforcement or regulatory authorities.

10.2 We'll never make your personal data available to anyone outside of CRY for them to use for their own marketing purposes without explicit consent

10.3 If we transfer personal data outside the UK, we ensure appropriate safeguards are in place, such as:

- **UK International Data Transfer Agreements (IDTAs)** or reliance on **UK government-approved adequacy regulations**.
- **Standard Contractual Clauses (SCCs)**, where applicable, ensuring data protection standards are met.
- **Third-party compliance frameworks**, such as the **UK Extension to the EU-US Data Privacy Framework**, where relevant.

10.4 We only share your data with third parties who meet high security standards and agree to use your data solely for the agreed purposes. When sending bulk emails – which we rarely do – we will use our **CRM or EPOS systems** to ensure secure processing, rather than the "BCC" function in email.

11. How Long We Keep Your Data

11.1 CRY will only keep your personal information for as long as is necessary to fulfil the purposes for which it is collected. When assessing what retention period is appropriate, we take into consideration any statutory requirements, the purposes for which we originally collected the personal data, the types of data we have collected, and whether we can fulfil the purpose by other means. After such time, we will securely delete or destroy your personal data. (Please also see Appendix 1 Donor Information Retention Policy)

12 Your Information Rights and Choices

12.1 You have certain rights which are set out in the law relating to your personal data. The most important rights are set out below:

- You have the right to request a copy of your personal data free of charge. We will respond within one month unless the request is excessive, in which case we may extend the deadline or charge a reasonable fee.
- Telling us if the information we hold is incorrect
- Telling us if you want us to stop using your personal data (including objecting to our use of your data (the right to object), ask us to delete your data (the right to erasure), or request the restriction of processing of your data.
- Withdrawing consent

12.2 There may be legal reasons why we need to keep or use your data, which we will tell you about if you exercise one of the above rights.

12.3 If you wish to exercise any of these rights, please email us at ukoffice@cry.org.uk, call us on 01489 788300 or write to us at Care and Relief for the Young, Upper Northam Road, Hedge End SO30 4BZ

13 Reporting Concerns or Compliments

13.1 Please contact us if you wish to raise a concern about CRY's handling of your personal information, or compliment what you think we have done well. You also have the right to lodge a complaint with the Information Commissioner's Office about how we manage your data. You can find their contact details at www.ico.org.uk. We would be grateful for the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.

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14 Cookie Usage

14.1 The CRY website uses cookies, tracking pixels and related technologies. Cookies are small data files that are served by our platform and stored on your device. Our site uses cookies dropped by us or third parties for a variety of purposes including to operate and personalise the website and to ensure you see content that is relevant to you. Cookies help us to provide you with a better experience by allowing us to understand what areas of the website are of interest to our visitors.

14.2 Most browsers will allow you to turn off cookies. We will obtain your consent before placing non-essential cookies (e.g., analytics, tracking). You can manage your cookie preferences at any time through our website settings.

15 Changes to This Privacy Notice

15.1 CRY will review this privacy notice regularly and may update it at any time for example, in the event of changes in law or how we operate. Please do check our website from time to time. If there are any significant changes in the way we process your personal information we will provide a prominent notice on our website or send you a notification.

Last Updated: March 2025