

What is a privacy and cookie policy?

At Field Lane Foundation, we are committed to keeping the trust and confidence of everyone who comes into contact with us.

So it is important that you know we record your personal data when you do things like visit our website or use our services. We want you to trust us with that information. This privacy and cookie policy explains all you need to know about:

- what information we collect
- why we collect it
- what we do with it
- when we may share it with others
- how you can access and update your information.

Why do we collect your personal data?

Basically, to improve the way we communicate and work with you.

Our vision is for a society where all people have the opportunity of a full life, contributing to and enjoying their community. We need you to help us make this a reality, and collecting your personal data enables us to learn what different choices of communication work best. This also means we save money that can be used to directly support people with a learning disability and vulnerable families. Find out more about how we fundraise in our fundraising promise.

So, to summarise: when you use our website or services, you are agreeing for us to store and process your personal data. The ways we do that are explained in this policy – it is a guide for us to follow too, and we take it very seriously.

Want to change the communications you get from us?

To make changes to the type of communications you get from us and how often you get it, please contact us at email: info@fieldlane.org.uk or tel: 020 7748 0303.

What is in this policy?

Here is a more detailed list of things you will learn about in this policy:

- who we are
- what types of information we collect
- how we will use your information
- how and when we share your information with others
- how long we will keep your information
- how you can access your personal information
- updating your preferences and stopping communication from us
- making changes to your personal information
- how we store your information
- our use of cookies (we will explain what these are)

Changes to this policy

This policy may change, but we will always have the latest version available for you on our website. If there are any major changes, we will add a notice on our website or contact you. This policy was last updated on 22 May 2018.

Who we are

We are Field Lane Foundation (registered company in England and Wales no. 207493). Our Registered Housing Association number is LH3047 and our Company Limited by Guarantee number is 9822.

Field Lane is registered with the Information Commissioners Office. Registration No. Z6608405.

Within the context of this privacy policy, 'we', 'us', 'our' or 'Field Lane' refers to Field Lane Foundation. So whenever you see these words, we are talking about Field Lane Foundation.

What types of information do we collect?

Non-personal information

This type of information does not tell us who you are, but it does help us to improve our services.

How do we collect this information?

When you visit and look around our website, we record things like your IP (internet protocol) address – the unique number of the device you are using to access our website, which pages you visit (on our website only), when they were visited, and the type of device you were using. This information helps us create a better experience for everyone who uses our website.

Examples of the type of information that can be collected using your IP address include the type and version of your browser, and the location from which you are accessing our site. This helps us improve how our page templates appear and change content to make it relevant to our website visitors.

Personal information

This means any information that may be used to identify you, such as your name, telephone number, postal and email addresses, and your bank details if you are supporting us financially.

How do we collect this information?

There are two main ways that we collect this information: directly and indirectly, including use of third parties (this is explained below).

What does 'directly' mean?

We collect information when you do things such as:

- register on our website
- request a service from us
- fundraise on our behalf
- donate to us
- sign up to a campaign
- donate goods to our projects and add Gift Aid to your donation
- give personal data to us.

What does ‘indirectly’ mean?

We also collect information when you use a third party, such as Just Giving, or sign up to an event for us on a third-party website. We only collect this information with your permission and in line with the supplier’s privacy policy.

What does ‘third party’ mean?

This means other organisations that we collect data from, but only when you have given them permission. You may give these organisations permission at various times, for example when buying something from a mail order catalogue or joining certain membership organisations. The data we receive depends on your agreement with the organisation. We may also receive information from online services you use such as Facebook or Twitter if you have given them permission to share this with us.

Sensitive information

Sometimes, we may ask you for more sensitive information, such as your personal connection to learning disability or your health condition if you are taking part in a sporting event. We will only collect this information with your permission and will take extra care of it, following the Data Protection Act 1998 and this privacy policy.

How we use your information

Rest assured our intentions are always good. We collect your information because we need it to help us fulfil your requests, keep in touch with you, and offer you communications that are relevant to you. So, things like:

- providing any information or services you have requested
- processing financial transactions such as donations, entering a paid event or setting up a Direct Debit. This includes processing gift aid with HMRC if relevant
- keeping a record of any communications between us and you, for example emails and phone calls
- keeping a record of other interactions too, such as requests for leaflets or attending an event
- managing and improve how we communicate with you – how you prefer to be contacted, and what information you want to receive. We might contact you about our campaigns, events, appeals, volunteering, news, information and advice, as well as other ways you can support Field Lane
- researching the interests, behaviours, demographics (for example, age, sex, income), and trends of the people who are using our information, and range of services, both support and non-support related. We may ask if you wish to take part in more research, such as surveys or focus groups, but this will be voluntary (your choice)
- creating a profile of what we think might interest you, so that we can offer you relevant communications. We may use your previous communication with us to try and predict how you may respond to different activities

- getting more information about you from third parties, such as your age, telephone number, email address, or new address if you move. This helps us keep our records up to date, ensuring we continue to send you the most relevant communications – if you have chosen to receive them
- responding to complaints or queries and look into any legal claims.

We may use information that is available to the public, such as your location, social media accounts and your potential wealth to find similar people to you who might be able to donate.

How and when we share your information with others

We will not sell or rent your information to third party organisations, and we will not share your personal information for others to use in their marketing or fundraising.

We may use carefully selected companies to provide services on our behalf, including delivering postal mail, sending emails, analysing data and processing credit card payments. We will only provide those companies with the information they need to deliver the relevant service, and we make sure that your data is treated with the same level of care as if we were handling it directly.

Legal reasons for sharing information

We will share personal information with companies, organisations or individuals outside of Field Lane if we strongly believe that access, use, storing or sharing of the information is reasonably necessary to:

- meet any relevant law, regulation, legal process or lawful governmental request
- put in force relevant terms of service, including investigation of potential violations
- detect, prevent or otherwise address fraud, security or technical issues
- protect against harm to the rights, property or safety of Field Lane, the people we support or the public, as required or permitted by law.

We know that legal details can be confusing. If any of the above does not make sense, get in touch and we will be happy to clear up any confusion – it is quite important to know what this all means.

How long we keep your information

We will hold your information for as long as you have an active relationship with Field Lane.

How you can access your personal information

You can access the personal information we hold. To get a copy of this, please write to Field Lane's privacy officer at this address:

Data Privacy officer
Field Lane
Head Office, Ground Floor, 85 Buckingham Gate, London, SW1E 6PD
Email: info@fieldlane.org.uk

If you would rather speak to someone, please call us on 020 7748 0303.

We try our best to respond to all enquiries within five working days of receiving them, and will offer a full response to all information access requests within forty working days. You may need to pay a small admin fee.

Updating your preferences and unsubscribing

You are in control of how we contact you, for example by post or email. And you can control this by contacting us or by creating an account on Field Lane's website. If you want to stop receiving emails, click the 'unsubscribe' link at the bottom of any of our emails. We would rather you didn't miss out, but we respect that it is your decision!

Making changes to your personal information

If your personal details change, please help us to keep this information up-to-date by getting in touch and telling us:

Email: info@fieldlane.org.uk

Tel: 020 7748 0303

How we store your information

We ensure there are appropriate technical controls in place to protect your personal details, for example our online forms are always encrypted (this prevents other people accessing them) and our network is protected and checked often.

We regularly review the information that we hold, and delete anything that is no longer required.

Our use of cookies

What is a cookie?

Cookies are small pieces of information sent to your computer and stored on your hard drive. These pieces of information are then used to improve your experience of our website. Cookies cannot be used to identify you personally. We use cookies to:

- remember certain information about users so they do not have to give the same information more than once
- recognise if users are already logged in to certain areas of the website
- measure how people use our website so we can improve the way information is provided
- display advertisements based on what parts of Field Lane website users have viewed – this is done by placing a cookie on your web browser, for example Google Chrome.

You can find out more about cookies and how to delete or control them at: <https://www.gov.uk/help/cookies>

Cookies set by third parties

We use Google analytics cookies, which are used to measure how people use our website. We look at reports to make sure that our website is providing the best possible service for our users. Google analytics does not identify you personally – it just collects data about your visit to our website.

Do you have any questions?

If you have any questions or want to find out more, please email: info@fieldlane.org.uk or call 020 7748 0303.

Fundraising Promise

How you want to hear from us and the security of your details are top priorities for all of us here at Field Lane, so we are making this fundraising promise to you:

- You can tell us how you would prefer to be contacted or that you are unhappy about something by calling **020 7748 0303** or emailing info@fieldlane.org.uk.
- We always follow the latest guidelines from the Fundraising Regulator and the Charity Commission, if you think we have failed you and not been able to resolve your query through our Fundraising Team then please contact the [Fundraising Regulator](#).
- We will not swap, sell or give your details to third party organisations for marketing purposes. We use other companies to provide services on our behalf, including delivering post, analysing data and processing credit card payments. We will only provide those companies with the information they need and we make sure that your data is treated with the same level of care as if we were handling it directly, and they will not swap, sell or share your details for any reason.
- If you contact us with any changes to your details, or how you want to be contacted, we will update this within 5 days.
- We won't use small print in our communications with you.
- You will receive letters and our leaflets about what we're working on and how you can help. These are a great way for you keep an up-to-date with our news, but we won't send them too often.
- If you have registered with Telephone Preference Service, we won't contact you unless you have given us your phone number and your permission for us to use it. We will call you to tell you what's new and how you could help. It's nice to speak to you now and again, but we'll never call you more than twice a year.
- If you have given us your email address and permission to use it, then you will receive emails from us, we'll make sure you can stop them or change the sort of emails you receive if you would like.