

PRIVACY AND FAIR USE POLICY

London City Mission greatly values the individuals who share their details with us in order to keep informed of our work. We respect your privacy and we are committed to ensuring that your personal data is kept safe and used in a way that you would reasonably expect.

This privacy policy sets out how London City Mission processes and protects the personal information that is given to us. Our aim is to be clear about how we will use your data and to give you a choice of what you would like to receive from us, which channels (e.g. post, email) and how often. We will also let you know how to stop receiving communications from us.

Our communications include news from our work, sharing God's love and the good news of Jesus with people across London, and the transformative impact this had on their lives. If you would like to find out more about our work and have not opted in please contact us on 020 7234 3585 or at www.lcm.org.uk/contact.

If there are any significant changes to this policy we will let you know by email or in writing. This policy is effective from 20/04/2018 and will be reviewed by April 2019.

If you have any questions about this policy, please email dpo@lcm.org.uk or write to:

The Data Protection Officer
London City Mission
175 Tower Bridge Road
London
SE1 2AH

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HOW WE COLLECT AND USE YOUR PERSONAL DATA

Supporters

We may collect personal information from you when you get in touch with us to receive updates about our work, make a donation, attend an event or order resources, for example. You may give us these details by filling in forms or through our website.

We may collect the following information volunteered by you:

- name and job title (if relevant)
- contact information including email address and phone number
- bank account details
- debit or credit card details
- Gift Aid status

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- demographic information such as age, gender, interests, local church
 - website usage data (please see 'Cookies and How we use them' below)

We will use this information to send you our publications, e-newsletters and other communications that you have requested from us, according to your preferences. You can contact us at any time to change your preferences or opt out of any communications from LCM.

We will also use your details to record and process your donations, send acknowledgement letters and claim Gift Aid, if applicable. Please note that we record all phone calls when a Direct Debit is being set up as confirmation of your consent to debit your account. From time to time, we will include information about upcoming events and our latest resources in our acknowledgement letters. We will also keep records of communications with us, including enquiries and complaints. If you make a significant donation to our work, we may contact you to discuss your interests and specific areas of our work.

We may also ask you to complete a supporter survey which will help us to get feedback on our communications and supporter care, enabling us to improve these in the future.

From May 2018, we will only communicate with new supporters based on their consent. We will communicate with our existing supporters under legitimate interest: we will continue to send communications that people have requested in the past or are currently receiving and communications to people who have made a gift in the last two years. We will provide opportunities for supporters to review their preferences and make it easy for them to opt out of our communications at any time.

We will never trade or sell your personal information to third parties. We may send your data to organisations which provide services that help us to fulfil our commitment to our supporters and beneficiaries. For example, we use third parties to mail our publications and letters, to collect regular donations through the Direct Debit scheme and to keep our records up to date (so we are not writing to people who have moved). Data sent to these organisations are only used for these purposes and sent in password-protected or encrypted files.

In the course of carrying out our fundraising activities we may analyse our records internally to review categories such as donation amounts and giving history. This helps us to personalise our contact with supporters and send appropriate communications to the right people, ensuring that we are stewarding our resources well.

We may also use third parties to help us analyse some of the personal data on our database. Although some research will be done on particular records, we will only receive results that show general observations and trends, not on specific individuals. Within LCM, we may look at information online about some of our supporters (for example, on social media, sites where people have put up profiles, Google) to gain a sense of their background so we can tailor our contact and resources appropriately. All of this analysis will play a key part in helping us to understand our supporters so that we can provide relevant communications – enabling a more efficient use of funds – and improve your experience with us. *Please note that any information accessed – via a third party or LCM team – will only be from publicly-available sources.* If you would prefer that your data was not used in this way, please [email us](#) or get in touch with us using the details above.

Sharing your story

We are privileged that you – the people we work with – are happy to share details about your lives with us. This helps us to come alongside you and provide personalised support and encouragement. We will not record or share information about you without your permission. However, there may be times when we will be legally required to pass



information on to the appropriate bodies, e.g. if there is a safeguarding issue or the law is broken.

Some of you agree to share your stories with a wider audience, and we are grateful for this. We are able to include these in our written and online publications so our supporters can receive updates and be inspired to support our work through giving, prayer, volunteering and in other ways.

We will always ask for your permission before sharing your story more widely and explain how and where it will be used. If you are under 18, we will seek consent from your parent or guardian.

Children

We will seek permission from a parent or guardian before holding data on children. We will also seek consent from the appropriate adult about how we will communicate with their child(ren) in the future.

Tenancy

We hold personal data provided by individuals for tenancy applications to help us confirm your identity, employment status and other details needed to help us in the tenancy application process. We use third parties to undertake reasonable checks (including credit agencies) as part of the application process.

Rental income from London City Mission's properties is used to support the charity's work across our capital.

Employment

We hold personal data provided by applicants during our recruitment process for staff and volunteers. If you are not successful, we will keep this data on file for 12 months before destroying this, unless we communicate otherwise.

HOW LONG WE WILL KEEP YOUR PERSONAL DATA

We will only keep your data as long as is reasonable and necessary. We will use it for the designated purposes or to fulfil statutory obligations. We will hold financial data for seven years, and legacy and Direct Debit records indefinitely. Data sent to mailing houses will always be sent with a protective password and deleted within a month of the mailing.

If we have not heard from you in three years, we will seek your consent.

If you ask us not to communicate with you we will respect your wishes.

COOKIES AND HOW WE USE THEM

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.



Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

We do not store personal information in cookies. *We do however use Google Analytics, who do set cookies to track repeat visits to our own website.*

HOW WE KEEP YOUR DATA SECURE AND WHO HAS ACCESS TO IT

We are committed to holding your information securely. In order to prevent unauthorised access or disclosure, we have put in place a number of administrative and technological safeguards. These include use of passwords, restricted access, technical and physical security. The only people who access your data are those who have been nominated and trained.

All our online forms are always transmitted over encrypted links and our network is protected and routinely monitored. Any debit or credit card details which we receive via our website are passed securely to Sage Pay, our payment processing partner, according to the Payment Card Industry Security Standards.

LINKS FROM OUR WEBSITE

From time to time, we may include links to third party webpages on our website. Please note that once you leave our website we are not responsible for any data you share on these sites. Please read each organisation's privacy policy before submitting your personal data on its website.

YOUR RIGHTS

You can ask for a copy of the information we hold about you at any time. Please write to the Data Protection Officer, London City Mission, 175 Tower Bridge Road, London SE1 2AH, with details of the information you would like to see and proof of your identity.

You can also ask us to stop using your data or to delete some information from our records, although we will need to keep a record of any donations you have made to us over the last seven years. Please let us know if you move house or if there are any other changes to the information we hold on you. We will promptly correct any information on our records.

If you have any concerns about the data we hold or how we process it, please contact us at the above address. If your issue is not resolved you can contact the [Fundraising Regulator](#) or the [Information Commissioner](#).

By agreeing to this privacy notice you agree with the use of your personal information as outlined above.

Last updated 8 May 2018