

# **Race Against Dementia**

## **Privacy Policy**

**October 2022**

**Review Date: January 2024**

## **Introduction**

Race Against Dementia (RAD) is a registered charity number in England and Wales with the charity number 1165559. RAD Commercial Limited (registered company number 14445092) is a wholly owned subsidiary of RAD which trades on its behalf. When we use the word 'we' in this policy, it means both the charity and its subsidiary.

RAD strives for the highest possible standards in its fundraising, is registered with the [Fundraising Regulator](#) and is committed to complying with its [Fundraising Promise](#).

RAD is the data controller of any personal information that we collect about you. We are committed to protecting your privacy and keeping your personal data safe. If you have any questions about this policy, or about our use of your personal information, please email [info@raceagainstdementia.com](mailto:info@raceagainstdementia.com).

## **Information We Obtain About You Directly**

This covers information that you have chosen to tell us directly yourself. When you get in touch with us to make a donation, request information or support us in any other way, we may process the following types of personal information about you:

- Name
- Contact details (e.g. address, landline and mobile number, email address).
- Your interactions with RAD. This could include your donation history; your responses to our communications; information you have shared with us about why you have supported RAD; events, meetings and fundraising activities you've taken part in or shown an interest in; volunteering you have undertaken to help us and gifts you have made in honour of others on our website.
- Financial information.
- Country of residence.
- Date of birth.
- Any preferences about your interests and how you like to be contacted.

We do not usually ask you for sensitive or 'special category' personal data such as details of any disabilities that you have, your religion or belief and your sexual orientation unless there is a clear reason for us to do so. However we may need to ask for sensitive information about your health, for example, if you are participating in an event. You may also wish to share information about your health if you decide to speak out about your experience of dementia. If you do, we will always treat it sensitively and ask you, on every occasion, if you are still willing to share it further in the form of a case study or media interview.

## **Information You Give To Us Indirectly**

This covers information that you do not share with us directly but that is shared with us by other organisations with your permission. This might happen if you have used independent fundraising platforms (e.g. JustGiving). We will only receive your

information from other companies if you have given permission for them to share it with us.

We may also record and share information that you have shared with us publicly on social media (e.g. Facebook or Twitter). We may on occasion use your social media handles to communicate with you via social media sites.

If you have provided consent for another organisation to share your personal information with us, but you no longer wish to hear from us, you can withdraw your consent at any time. Just email us at [info@raceagainstdementia.com](mailto:info@raceagainstdementia.com).

### **Information About You Obtained From Third Parties**

This covers information that has been shared with us about you by someone else, for example from a friend who wants to make a donation in your name.

We may also collect personal information about you from service providers, the press, search engines, social media (e.g. LinkedIn) and reputable public data sources (e.g. Companies House, the Charity Commission, etc).

This helps us understand our supporters better, helps us make appropriate requests for support and ensures that we are making the best use of our resources.

We may combine information we have obtained about you from these third party sources with other information that we hold about you.

### **How Do We Use Your Information?**

We may use the personal information we collect to:

- Provide you with the information, services or products you have asked for.
- Administer any donation you have given us, support your fundraising and process Gift Aid.
- Build a detailed picture of your interests and preferences so that we can tailor our communications to suit you.
- Let you know about the latest dementia research and how your support will make a difference, as well as ways you can get involved and help to fund our work.
- Understand how you use and interact with our and services (e.g. our website) to enable us to make improvements.
- Comply with legal and regulatory requirements and protect against fraud.
- Help diagnose problems with our website and server, administer our website, compile broad statistical data and update and maintain our website.
- Ensure security and detect and protect against fraud.
- Further our charitable aims.

Your information is only used if we have legal grounds to do so:

- This might be when you have provided consent.
- If it is necessary to allow us to deal with your request, enquiry or purchase
- We have a legal or regulatory obligation to do so.

- The information is being used legitimately to further our charitable aims.

## **Who We Share Your Personal Information With**

We do not sell your personal information to anyone.

As part of our day-to-day work, we may engage service providers who operate on our behalf. In these circumstances, they will only have access to the personal information they need to fulfil that service and will only use that information for the purposes for which they have been instructed by us e.g. a payment provider who processes donations for us.

If we are asked to share your details with another organisation that is not one of our service providers, we will only do so if:

- We have your permission
- We have a legal or regulatory obligation to do so
- We need to enforce any agreements we have with you or investigate any complaints.
- We need to protect the rights, property and safety of RAD and its supporters.
- We merge or link with another charity.

## **Where We Store Your Personal Information**

For the most part, your personal information will be stored in the UK. However, there may be rare occasions when your information is transferred outside the UK to areas with less strict data protection laws compared with those in the UK and the European Economic Area (EEA).

If this does happen, we will take the legally-required steps to make sure that adequate safeguards are in place to protect your personal information and privacy rights.

## **How Long Do We Keep Your Personal Information**

Without your support we simply would not exist and because of this we value every interaction we experience with you. However, as with all relationships, we know that things can change and we understand that you may choose to have a break from supporting RAD.

You have the right to request that we delete your details at any stage.

We will have a Data Sharing Agreement in place with anyone/organisation that we share data with.

By Post: Race Against Dementia, Eighth Floor, 6 New Street Square, New Fetter Lane, London. EC4A 3AQ.

By Telephone: 01296 620919.

By Email: [info@raceagainstdementia.com](mailto:info@raceagainstdementia.com).

## **Your rights and how to make a complaint**

Our communications with you are on your terms. You have the right to opt-out of marketing and fundraising communications and you can change your contact preferences at any time.

If you have a complaint about how we use your personal information, please contact us. If you are not satisfied with our response, you may lodge a complaint with the [Information Commissioner's Office](#).

## **Cookies And Online Privacy**

### **What Are Cookies?**

As is common practice with almost all professional websites, the RAD website uses cookies, which are tiny files that are downloaded to your computer to improve your experience. This page describes what information they gather, how RAD uses it and why we sometimes need to store these cookies.

### **How We Use Cookies**

We use cookies for a variety of reasons. Unfortunately, in most cases, there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to our website. It is recommended that you leave on all cookies if you are not sure whether you need the cookies or not, in case they are used to provide a service that you use.

### **Disabling Cookies**

You can prevent the setting of cookies by adjusting the settings on your browser (see your browser Help for how to do this). Please be aware that disabling cookies will affect the functionality of our website and many others that you visit. Therefore, it is recommended that you do not disable cookies.

### **The Cookies We Set**

- **Email newsletters related cookies**  
Our website offers newsletter or email subscription services and cookies may be used to remember if you are already registered.
- **Donation related cookies**  
Our website may on occasion offer e-commerce facilities and some cookies are essential to ensure that your donation is remembered between pages so that we can process it properly.
- **Forms related cookies**  
When you submit data to us through a form on the website, cookies may be set to remember your user details for future correspondence.
- **Third Party Cookies**  
In some special cases we also use cookies provided by trusted third parties, for example, we use social media buttons and/or plugins on our website that allow you to connect with your social network in various ways. For these to

work social media sites including Twitter, Facebook, YouTube, LinkedIn and Instagram, will set cookies through our site which may be used to enhance your profile on their site or contribute to the data they hold for various purposes outlined in their respective privacy policies.

### **More Information**

If you require further information, then you can contact us through one of our preferred contact methods:

By Post: Race Against Dementia, Eighth Floor, 6 New Street Square, New Fetter Lane, London. EC4A 3AQ.

By Telephone: 01296 620919.

By Email: [info@raceagainstdementia.com](mailto:info@raceagainstdementia.com).