

Privacy Policy

Eastbourne Dementia Action Alliance (EDAA)

The EDAA is registered with the Charity Commission (No 1177692) and is a Charitable Incorporated Organisation (CE013629). Our registered address is: Unit E, Dittons Business Park, Dittons Road, Polegate, East Sussex, BN26 6HY

The EDAA Board of Trustees is the Data Controller for the purpose of data control and protection.

This Privacy Notice applies to information the Eastbourne Dementia Action Alliance (EDAA) collects and processes about individuals who interact with our organisation. It explains what personal data we collect and how we use it. If you have any comments or questions about this notice, feel free to contact us at: hello@eastbournedaa.co.uk or by telephone on 01323 385285.

Personal data is any information that identifies an individual, including information that would identify an individual to the person to whom it is disclosed because of any special knowledge they have or can obtain.

Personal data that we collect and process - how we get it, why we have it and the lawful basis for this

Purpose	Data (key elements)	Basis
Communicating with you, including where you enquire about us and our work, activities, volunteering and events, or seek signposting information.	Name, email and/or telephone number and/or address, and message	Legitimate Interest -it is necessary for us to read and store your message so that we can respond in the way that you would expect.
Providing you with information about our work and activities by email and/or post where you have opted into this.	Name, email address	Consent - you have given your active consent to us storing and processing this information. You are able to remove your consent at any time or change the way you prefer to hear from us.

Purpose	Data (key elements)	Basis
Receiving a donation from you, whether this is made direct to the Charity or through a third party website (e.g. Just Giving) and you give permission for your details to be shared with us.	Name, email and/or home address, payment information.	Legitimate interest - it is necessary for us to read and process this information in order to fulfil your intention of donating and your expectation of receiving an acknowledgment.
Managing our relationship with you either as an employee or as a provider of goods and/or services to the Charity.	Name, organisation/company, goods and services being sold to the Charity, email and business address, payment information.	Contractual - it is necessary to collect and process this information for the purpose of managing the contract between the Charity and the person for the purchase of goods and/or services.
Managing activities and events.	Name, email address	Legitimate interest - it is necessary for us to hold this information for the purpose of organising charity activities, and to be able to appropriately accommodate any needs.
Administering our Charity.	Name, email, telephone number and address.	(i) Legitimate interest - it is necessary for the Charity to collect and process this information in order to be able to operate efficiently, effectively and economically; and (ii) Lawful - to comply with Charity Commission regulations and other legal requirements relating to paid staff, consultants or contractors.

We also collect statistical information about trends in user behaviour on our website to show us which pages are most commonly visited so we can develop and improve our service. This data does not allow us to identify individuals who visit the website.

if you engage with the EDAA via our social media platforms or online meeting services (e.g. Microsoft Teams or Zoom) you might give us permission to access information from those accounts. The data we are given access to by these platforms varies but will always be in line with the terms of that particular service.

How we use your data

We will only use your data in a manner that is appropriate considering the basis on which that data was collected, as set out in the table above. For example, we may use your personal information to:

- reply to enquiries you send to us;
- handle donations;
- handle financial transactions with those providing goods or services to the charity;
- where you have specifically agreed to this, send you communications by email relating to our fundraising appeals, campaigns and other work which we think may be of interest to you;
- to communicate with trustees, members and volunteers for the purpose of holding meetings and activities, and ensuring that any particular needs are appropriately and sensitively accommodated when organising these;
- to conduct due diligence on potential and actual members and trustees
- to invite your participation in surveys or research.

We will only pass your data to third parties in the following circumstances:

- you have provided your explicit consent for us to pass your data to a named third party; or
- we are required by law to share your personal data.

How we keep your information and for how long

We will ensure that we only ask for the minimum amount of data for the associated purpose and that the data is deleted promptly once it is no longer required. Where data is collected on the basis of consent, we will seek renewal of consent at least every three years.

We will take good care of your personal information and make sure that the appropriate controls are in place to prevent this from being lost, altered or disclosed, used or accessed in an unauthorised way. Access to your personal data will be limited to charity representatives who have a legitimate need for this and who are subject to a duty of confidentiality.

Rights you have over your data

Under data protection law, you have rights including:

- the right to ask us for copies of your personal information;
- the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete;

- the right to ask us to erase your personal information in certain circumstances;
- the right to ask us to restrict the processing of your information in certain circumstances;
- the right to object to the processing of your personal data in certain circumstances;
- the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

And, as stated above, where consent is the lawful basis for collecting and processing data, you are able to revoke this at any time and we will endeavour to make it as easy as possible for you to do this. For example, by including 'unsubscribe' links with all our newsletters and other group communications.

You are not required to pay any charge for exercising your rights. If you make a request, our policy is to respond within one month.

If you wish to make a request or complaint about the way your data has been treated please contact us in writing at the address at the head of this notice or by email at: **hello@eastbournedaa.co.uk**

You also have the right to lodge a complaint with the Information Commissioner if you feel your rights have been infringed. Contact details and a full summary of your rights over your data can be found on the Information Commissioner's website at:<https://ico.org.uk/>

We may modify this Privacy Notice from time to time and will publish the most current version and the reasons for the update on our website.

Date of this Privacy Notice 4 June 2023.