



Localgiving

How to handle your supporters' information

- ➔ As a charity or community group, you must comply with the Data Protection Act 1998, and should operate according to the Code of Fundraising Practice.
- ➔ You must not share personal data with third parties without prior consent from the supporter. Supporters must explicitly 'opt-in'.
- ➔ Your communications should carry a clear message explaining how supporters can easily 'opt out' of receiving future communications.



IMPORTANT: You should keep a record of your supporters' communications preferences, and update it regularly to ensure that their information is accurate



Is it okay to contact supporters about fundraising?

You can contact supporters about your charity or community group's work, and your fundraising activities.

You can use reasonable persuasion to encourage people to donate, but remember not to pressurise people into giving more than they can.

How often can I contact supporters?

Be sure to keep in touch with your supporters regularly, we recommend that you send them monthly updates, but you can contact people more frequently when you have a special event or campaign coming up.

Just remember to reduce communications if a supporter lets you know that they are feeling overwhelmed.

What data must be protected?

Personal information is that data which relates to a living individual who can be identified – for example, name, email address, postal address and phone number.

Sensitive information can be used in a discriminatory way so you should take extra care when handling and storing it - for example, religion, sexuality, race or health.

For more information please refer to the websites of the **Institute of Fundraising** and the **Information Commissioner's Office**. The purpose of this document is to draw your attention to the rules around Data Protection.

- Keep your supporter database accurate and up-to-date
- Provide an opt-in option for supporters to receive communications
- Include an obvious opt-out option in all updates
- Ensure all of your passwords are secure and don't share passwords
- Keep email addresses private by using the 'bcc' function when emailing multiple recipients
- Make sure everyone in your organisation knows what personal data is and how to protect it