

# Privacy Policy



**BORDERLINE**  
**SUPPORTING HOMELESS**  
**SCOTS IN LONDON**



Registered with  
**FUNDRAISING**  
**REGULATOR**

## **Introduction**

Borderline are committed to protecting and respecting your privacy and letting you know how we use your personal information. This policy covers what personal information we collect when you donate to Borderline and/or fundraise for us, how we process this data and the purpose of this.

Please note that when referring to ‘we’, ‘our’ or ‘us, we are referring to Borderline. When we refer to ‘you’, this is in reference to the supporter. Borderline is a registered charity in England and Wales (1128648) and in Scotland (SC044530). Borderline is also a company limited by guarantee (6844151).

Fundraising enables us to provide support services to our clients who are homeless or insecurely housed. We use the details that you provide to us in order to communicate with you about our latest work and inform you how your support is making a difference and let you know how your future support could help.

## **What information do we collect?**

- **Donations**

When you make a one-off donation directly to us, for example via our website donation platform, we will collect the personal information you provide to us in order to process your donation, acknowledge receipt and ensure accurate record keeping. The type of personal information we may collect is your name, title, email address, physical address and telephone numbers. We may also ask for some additional, non-personal information like “how did you hear about Borderline?”.

When you make a one-off donation to us indirectly through an independent third party, such as Virgin Money Giving, your information may be shared with us. These independent third parties will only do so when you have indicated that you wish to support Borderline and with your consent. Borderline will only contact you if you state “charity marketing allowed”.

If you set up a direct debit to give a recurring gift to us, we may collect and record your name, address, email address, and bank account details.

We use a third party, Blackbaud, to process our donations. Blackbaud is a data processor for us and only processes personal information in line with our instructions.

- **Legacy Gift**

If you indicate to us that you wish to leave us a legacy gift in your Will, we will keep a record of this along with your personal information as well as any other person and/or organisation you provide to us (for example a family member or lawyer). This will enable us to communicate with you, or the relevant party, appropriately about your support.

- **Fundraising Events**

When you sign up to take part in one of our fundraising events or participate in an external event in aid of our work, we will collect your personal information. We may also collect additional information, such as your clothes size to enable us to provide you with suitable branded t-shirts.

We do not usually collect “sensitive personal information” about you unless there is a clear reason for doing so. We may collect additional information if you tell us you have had an experience with the charity (for example, if you act as a case study for us). However, we will make it clear to you when collecting this information as to what we are collecting, why and how this will be used.

## **How do we use this information?**

We will use your data to:

- Administer your donation or support your fundraising, including processing Gift Aid
- Provide you with the services, products or information you asked for
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Understand how we can improve our services, products or information
- Ask you to support our work by raising money or making a financial donation to our charity.

### **1. Postal Communications**

Any supporter of the charity, who has shared their postal address, donated to us in the past and/or has legitimate interest with the charity, can expect to receive information and updates regarding our work. These will be in the form of our tri-annual newsletter and fundraising appeals, which will keep you up-to-date with our latest news and provide details about how you can help to support the charity.

We try to make it as easy as possible for you to tell us how you want us to communicate with you. Our forms have a clear preference section asking how you would like to hear from us, whether by email, post, or to receive no contact. If you do opt in and later tick to opt out, we will respect your decision and will stop contacting you. However, we will retain your details on a suppression list to help ensure we do not continue to contact you in future.

### **2. E-Communications**

If a supporter chooses to opt in to our email communications we will send you our digital newsletter and appeals. This will generally be the same content as the postal version, but offers a new and convenient way to receive our updates on a smartphone or tablet, and to easily forward it to others whom you think may be interested.

This may be supplemented with additional information about our latest events. There will be an unsubscribe option at the bottom of every email we send you, so you can let us know at any time if you no longer want to receive them.

### **3. Telephone and face-to-face**

We do not make fundraising marketing telephone calls to our supporters. We would only call you for administrative purposes. We do not run any face-to-face fundraising campaigns, either on the street or door-to-door.

#### **4. Fundraising Preference Service**

If you select Borderline as the charity you no longer wish to hear from using the Fundraising Regulator's Fundraising Preference Service, we will be notified and will respect your decision. If you have previously opted in to communications with us, or you have legitimate interest in the charity, your opt-out through the Fundraising Preference Service means we will stop contacting you. However, we will retain your details on a suppression list to ensure we do not continue to contact you.

#### **How can I update my marketing preferences?**

You can update your marketing preferences (to receive updates by email or by post) at any time by emailing us at [contact@borderline-uk.org](mailto:contact@borderline-uk.org) or calling us on 0845 456 2190. You will also have a tear-off communications preferences form in each print newsletter to make it as easy as possible for you to indicate how you wish to hear from us.

#### **Why do we collect this information?**

We will only collect and process your personal information if we are satisfied it is lawful and fair to do so. This will be because:

- you have consented for the specific purposes outlined in this privacy policy;
- it is necessary in the pursuit of "legitimate interest", which means we have a valid and legitimate organisational interest in using your data that does not override your rights and interests (for example, you may be a Trustee or a Saltire Donor Club member). If we believe that you have a legitimate interest in the charity, but you choose to opt out of communications with us, we will respect and adhere to your decision;
- it is necessary to enter into a contractual obligation with you;
- it is required to comply with a legal obligation.

#### **Security**

We will take reasonable precautions to prevent the loss, misuse or alteration of information you give us. We will only retain your information for as long as necessary to fulfil the purposes it was collected for. When we no longer need to retain your information we will ensure it is securely destroyed, at the appropriate time.

We review the personal data we have on file on a regular basis to ensure that the information we are holding is required and accurate. If we discover there are inaccuracies, incomplete or incorrect information, we will take action to correct or delete the data.

Communications will be sent by email if you have opted in to hear from us in this way. Email is not a fully secure means of communication and, whilst we endeavour to keep our systems and communications protected against viruses and other harmful effects, we cannot bear responsibility for all communications being virus-free.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors. We do not sell or share personal details with third parties or other organisations.

## **Your rights**

Under the Data Protection Act you have the right to:

- Ask us not to process your personal data
- Request access to the information we hold about you
- Ask for inaccurate, incorrect or incomplete personal data to be corrected
- Ask us to erase all your personal data from our database when there is no good reason for us to continue holding it (the right to be forgotten)

To request a copy of the personal information we hold about you, you can write to the Fundraising Officer, Borderline, 22 City Road, London EC1Y 2AJ. When we are satisfied with your proof of identity, we will send you a copy of your personal information that we are legally required to disclose.

Please contact us at the same address if you believe that information we hold about you is inaccurate, or if you would like us to remove information about you from our database.

## **Other information**

We may revise this privacy policy at any time in response to changes in the law or other factors. We encourage you to periodically visit this page to review the most current policy. Links within our website and social media to other websites are not covered by this privacy policy.

If you have any questions about this privacy policy, you can get in touch with us at [contact@borderline-uk.org](mailto:contact@borderline-uk.org) or call us at 0845 456 2190.

Finally, we would like to once again express our gratitude to our supporters. Your help is vital in helping homeless Scots in London rebuild their lives away from rough sleeping and into safe and secure accommodation.

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