

Privacy notice



The Grassroots Trust is a Christian charity serving children, families and communities, registered in the England and Wales (1060034) and Scotland (SC046121).

This Privacy Notice explains what to expect when the Grassroots Trust collects and uses your personal information. We encourage you to read this notice carefully and if you'd like to learn more about our data protection and privacy policies or get further clarification, please contact our friendly team and we will be happy to assist.

Address: Data Protection Officer, the Grassroots Trust, 8 Meadow Way, Rowledge, Farnham, Surrey GU10 4DY

Phone: 01252 792387 or Email: admin@grassroots.org.uk

OUR PROMISE

The Grassroots Trust is committed to respecting your privacy and ensuring the personal information you have entrusted to us is held securely. We process personal information in accordance with the Data Protection Act 1998 and the Privacy & Electronic Communications Regulations 2003. These laws will be updated in May 2018 to strengthen your rights to privacy and give you control over the personal information that organisations hold about you.

Subjects covered are:

- How we collect personal information
- The personal information we collect
- Why we collect your personal information
- Credit and debit card payment information
- Marketing permissions
- Fundraising
- Sponsorship rate
- Who we share your information with
- How long we keep your data
- Your information rights and choices
- Reporting concerns or compliments
- Changes to this privacy notice
- Cookies

HOW WE COLLECT PERSONAL INFORMATION

We collect personal information in the following ways:

Directly from you when you:

- Make the generous decision to become a sponsor of a child living in extreme poverty;
- Make a donation;
- Register for an account on The Grassroots Trust website;
- Visit our website. Please see our Cookies section for more information;
- Sign up to become part of our incredible family of volunteers;
- Sign up on our website to receive updates for one or more of our projects;
- Register to visit our Grassroots projects overseas;
- Request for resources to share about Grassroots;
- Contact us with an enquiry;
- Complete a survey;
- Are a church leader and/or have a key role in a church working in partnership with The Grassroots Trust;
- Act as a Grassroots advocate and go to events of meetings to represent The Grassroots Trust;
- Register to host a Grassroots event;
- Agree for you, your child or a child for whom you are the guardian to be sponsored by a supporter of The Grassroots Trust;
- Apply for a job to join our great team.

From other sources:

- When you register to sponsor a child through our global Grassroots partners, and you live in the UK or Ireland, the administration of your sponsorship experience will be processed by The Grassroots Trust;
- We may use the Royal Mail's postcode finder, National Change of Address update (NCOA®) or the electoral roll, to check the accuracy of the address we hold;
- Information made available publicly by Charity Commission, Companies House or information that has been published in newspapers and articles. Please read more about how we use this information in the Fundraising section.

The personal information we collect

- Personal identifiers such as your title, name and year of birth;
- Contact details including postal address, post code, email and telephone number;
- Financial information such as your bank details;
- Whether you are a UK tax payer;
- The event location where you registered to sponsor a child;

- Family, spouse or friends, when you are sponsoring jointly as part of a supporter group;
- Letters you write to your sponsored child;
- Records of your contact with us.
- For children who are to receive sponsorship we collect annually names, family names, address, age, school attended, school year, state of housing, preferences and aspirations, prayer requests, messages to sponsors, drawn pictures, written letters, photographs and written permission from the young person, parent or guardian to pass this information to the child's sponsor

Sensitive personal data

The Data Protection Act recognises some information as 'sensitive personal data'. This includes, but is not limited to, information which reveals your religious beliefs, health issues, race or ethnic origin.

The Grassroots Trust is a Christ-centred organisation committed to preserving its Christian ethos. Where necessary and consented to, we may collect details about your church affiliations and personal faith.

Additionally, we collect details about any health concerns or disability. This may be to make the necessary arrangements for travel overseas visiting a Grassroots partner project or where you have disclosed this so we can meet any additional customer service requirements.

We also receive prayer requests and the information may reveal sensitive personal data. As a Grassroots family, we share and pray for these needs at our internal group prayer sessions.

The Grassroots Trust will always treat any sensitive personal data we process with greater care and process the information in accordance with the Data Protection Act.

WHY WE COLLECT YOUR PERSONAL INFORMATION

- For the administration of the child sponsorship programme. The benefits of becoming a sponsor include; sending you information about your sponsored child; their registered project; other relevant life events; child letters; responding to your queries and acknowledging the gifts you give. The sponsorship experience also includes receiving notifications about your sponsored child's birthday so that you can send a birthday card and/or gift for your child. There are instances where a sponsored child departs the programme for a number of reasons. We will promptly notify you and ask that you consider sponsoring another child who we will link you with.

- To process the monthly sponsorship payment and any other donations.
- To reclaim tax on Gift Aid donations, if applicable.
- To verify that you are over 18 and if not, obtain permission from your parent/guardian to process your information or accept any regular donations.
- To enable us to take greater care when engaging with our older supporters.
- To provide information about your sponsored child and the opportunity to write and receive letters electronically.
- When you visit our website, we may gather information about which pages you visit to help us improve and provide you with the best service.
- To determine and improve the effectiveness of our website and marketing campaigns.
- To organise and coordinate Grassroots fundraising events such as running, cycling and mountain biking.
- To create and steward effective partnerships with UK Churches and with Grassroots advocates.
- To keep you informed about our work. Please see more details in the Marketing Permissions section.
- To enable us to contact you with relevant and the most appropriate information. Please see more details in the Fundraising section.
- To manage and coordinate our volunteers.
- For compliance with employment law and other statutory requirements.

CREDIT AND DEBIT CARD PAYMENT INFORMATION

When you make a donation to us via paypal online or in other ways (although we cannot take credit card payments in person or over the phone at the present time), The Grassroots Trust ensures that this is done securely and in accordance with the Payment Card Industry Data Security Standard. All credit or debit card details are entered directly into the PayPal system and never recorded or stored in any of our systems on completion of your transaction. Remember; don't send an email with any credit or debit card details.

MARKETING PERMISSIONS

We love sharing news about how your support is changing the lives of children, families and communities in the name of Jesus. This includes sending you information about our work, news, appeals, campaigns, events, information on volunteering and prayer requests.

Email and text marketing:

We will ask for your permission to contact you by email or text for marketing purposes.

Postal marketing:

From time to time we may send you information about our work unless you have told us you would prefer not to receive this information by post. If you have registered with the

Mail Preference Service (MPS), we will only send you marketing communication by post if you have given us permission to do so.

Telephone marketing:

We may call to update you on the vital work we are doing. If you have registered your number with the Telephone Preference Service (TPS), we will only make marketing calls to you if you have given us permission to do so.

The Grassroots Trust is committed to respecting your choice to receive marketing information. You can update your permission and contact preferences at any time by:

- Calling our friendly team on 01252 792387
- Emailing admin@grassroots.org.uk
- Clicking the 'unsubscribe' link included in each email communication we send

FUNDRAISING

The Grassroots Trust delivers vital interventions beyond the needs addressed through child sponsorship. This includes the survival of vulnerable carers and their infants, providing safe water and sanitation facilities, malaria nets, life-saving surgery, helping families to secure a more stable income, vocational skills training, HIV and AIDS education, testing and prevention, secure and appropriate housing and child protection.

Fundraising is essential for The Grassroots Trust to make a lasting difference in the lives of people in need. To fundraise more efficiently and steward our resources with integrity and excellence, we may sometimes conduct research to gain a better understanding of our supporters. This is very rare and would be used to help us to personalise our funding requests for supporters with the interest and ability to support our non-sponsorship interventions. The research may involve compiling information you've provided to us with general information from:

Publicly available sources

This may include information found from sources such as Companies House and other information that has been published in articles/newspapers.

Social Media

You may give permission for your information to be viewed publicly depending on your settings or the privacy policies for social media and messaging services like LinkedIn.

Third party research organisations

We may use third party organisations to research and provide us with general publicly available information about you.

Important note: You can contact us at any time to opt-out of your personal information being processed in this way by emailing admin@grassroots.org.uk or calling us on 01252 792387.

SPONSORSHIP RATE

At the Grassroots Trust, we are passionate about ensuring we are good stewards of the resources God has given us. To help us meet the rising costs of the programme, The Grassroots Trust may increase the child sponsorship rate to ensure that we are making a difference in the lives of the children we serve. We will notify you of any changes to the sponsorship rate and the options you will have in those circumstances.

WHO WE SHARE YOUR INFORMATION WITH

The Grassroots Trust is a partner with a number of organisations in countries around the world. These partner organisations deliver the benefits that Grassroots donations provide fund to the children, families and communities in their care. We will only share personal information which is either consented to, necessary to fulfil the sponsorship experience/delivery alternative gifts or to coordinate visits to our overseas child development programmes. The only information about donors or sponsors that is shared with partner organisations is their name and any letters, photos or messages they ask Grassroots to send to those they are sponsoring/supporting financially. The Grassroots Trust is committed to ensuring that its overseas partners have adequate levels of data protection safeguards when processing your personal information.

The Grassroots Trust never sells information to other charities or organisations nor does it share information with organisations – except as described above with the partner organisation that deliver those benefits that Grassroots funds.

We may also share your personal information with trusted third parties where it is necessary to provide products you have requested from us (such as child letters) or where they are contracted to develop or maintain our systems.

We monitor information security compliance and have written contracts which obligate our partners or third party providers to process your personal information only on our instructions and in accordance with applicable data protection and privacy laws.

The Grassroots Trust and any of its affiliate entities may be under duty to disclose your personal information where required in order to comply with any legal obligation.

HOW LONG WE KEEP YOUR DATA

The Grassroots Trust will only keep your personal information for as long as it is required and in accordance with statutory requirements. For example, HMRC requires that we keep a record of your name, address and Gift Aid declaration for six years from the date of your last donation. Where the information is no longer required, we will ensure that it is disposed of in a secure manner.

If you have indicated that you do not wish to hear from us in the future, we will keep the minimum information necessary to ensure we avoid contacting you any further.

YOUR INFORMATION RIGHTS AND CHOICES

The Data Protection Act (DPA) gives you the right:

- To request in writing and securely obtain copies of the personal information The Grassroots Trust holds about you.
- To correct or update your personal information processed by The Grassroots Trust.
- To request The Grassroots Trust to stop using your personal information for marketing purposes or for any other purpose where there is no legal requirement for continued processing.

The Privacy and Electronic Communications Regulations (PECR) gives you the right:

- To choose whether or not to receive marketing communication from us by email, text or telephone. Please see the Marketing Permissions section for more information about how to change or update your contact permissions and preferences.
- To know about the cookies The Grassroots Trust uses, so that you can decide whether to give us permission to store a cookie on your device. Please see the Cookies section for more information.

For more information about your information rights visit www.ico.org.uk

Reporting concerns or compliments

Please contact us if you wish to raise a concern about The Grassroots Trust's handling of your personal information, or compliment what you think we have done well.

You also have the right to lodge a complaint with the Information Commissioner's Office about how we manage your data.

CHANGES TO THIS PRIVACY NOTICE

The Grassroots Trust will review our privacy notice regularly. The terms of this notice may be updated at any time for example, in the event of changes in law and how we operate. Please do check our website from time to time. If there are any significant changes in the way we process your personal information, we will provide a prominent notice on our website or send a notification. This notice was last updated in March 2018.

Thank you from everyone at Grassroots for your amazing support.

COOKIES

Cookies are small text files that are placed on your computer by websites that you visit. The Grassroots Trust uses cookies to enable our website to function effectively, to improve your experience and to determine and improve the effectiveness of our website and marketing campaigns.

Here is a brief overview of the types of cookies we use on the The Grassroots Trust websites, which consist of four categories:

- **CMS cookies** – The Grassroots Trust website is created in a CMS (Content Management System) called WordPress, which places a small number of standard WordPress cookies on your computer as you use it. Additional cookies will be placed on your computer if you are an editor on one or more of these CMS systems (for example if you are a The Grassroots Trust staff member or an IT contractor).
- **Cookies to improve your experience** – we use a small number of cookies on our website to help you get the best experience. For example, we place a cookie on your computer when you first log-in (although log in is not necessary to view or purchase from the website) to save you logging in the future. This cookie is removed when you log out. We also embed YouTube and Vimeo films on our website regularly. We are unable to prevent these sites, or external domains, from collecting information on your usage of this embedded content. If you are not logged in to these external services then they will not know who you are but are likely to gather anonymous usage information for example, number of views, plays, loads etc.
- **Analytics** – Examples include Google Analytics or Crazy Egg. Google Analytics cookies collect information about how visitors use a website and help us to continually improve our blog. For instance, which pages visitors go to most often and if they get error messages from web pages. These cookies don't collect information that identifies you. All information these cookies collect is aggregated and therefore anonymous. The Grassroots Trust uses this data to help us to understand: which pages people visit on the site, which internet browsers are being used, what is popular on our website, which pages on the website are visited before people donate or sponsor a child. We use cookies to see where users click on a page so that we can make it easier for our supporters to find the information they are looking for.
- **Paid advertising (Google, Facebook and Bing)** – we use cookies from trusted third parties to measure the effectiveness of paid advertising to ensure the money we spend is used effectively. They also enable us to either service advertisements to or

exclude people who have visited our websites. Cookies from Google, Bing and Facebook allow us to track traffic to our website to tell us if our marketing campaigns are successful, and ensure we are spending our advertising budgets as efficiently as possible.

How to manage your cookie settings

Many web browsers such as Internet Explorer, Google Chrome or Safari, will allow some control over cookies through their settings. To manage your cookie settings, please refer to your browser software. For more information about cookies and how to delete them, visit www.aboutcookies.org or www.allaboutcookies.org

Acceptance of cookie use

By using our website, you agree to our use of cookies. This is subject to any preferences or browser setting you may have.

The Grassroots Trust
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website: www.grassroots.org.uk e-mail: admin@grassroots.org.uk
GRASSROOTS is a Christian charity based in the UK.
England & Wales Registered Charity No: 1060034 and Scottish Registered Charity No: SC046121