

WEST BERKSHIRE DEMENTIA HUB - PRIVACY NOTICE AND POLICY

1. Introduction

The Trustees of the West Berkshire Dementia Hub (“WBDH”) are committed to protecting your privacy. This policy explains the personal data we collect about you as a result of our fundraising campaigns and how it is used and stored.

The Trustees are the data controller in relation to the WBDH. As the data controller, the Trustee collects and process your personal data for the purposes of complying with its legal duties to administer the WBDH, and for other legitimate purposes relating to the operation of the WBDH.

2. Information we collect

We may collect personal data, including:

- Contact Details: Name, address, email and phone number.
- Financial information: Donation, amount, bank details, Gift Aid status
- Interaction history: Notes from meetings, email correspondence, event attendance.

We may also hold publicly available information regarding your philanthropic interests or wealth.

3. How We Use Your Data

The data we hold may be used to pursue the legitimate aims of the West Berkshire Dementia Hub including

- Consent: To send you newsletters or specific campaign updates
- Legitimate Interest: To manage donations, process Gift Aid, and conduct research to ensure our requests are appropriate and not intrusive.
- Legitimate Obligations: To fulfil our legal obligations
- Contractual Necessity: To process your donation or fulfil specific pledges

4. The “Soft Opt-in” for Email

If you have supported us previously (e.g. attended an event, made a donation) we may send you campaign related emails based on “legitimate interests”. You will always be given a clear opportunity to opt out in every message.

5. Data Sharing

We do not sell or rent your personal data or other information we may hold. We may share data with:

- Trusted third-party processors (e.g., The Good Exchange fundraising platform, CRM systems)
- Relevant public bodies including His Majesty's Revenue and Customs
- Our advisors to facilitate the operation of the WBDH or to advise on any legal claims

6. Data Retention

We will keep your personal data for 6 years after your last donation or interaction or such longer period if required to comply with financial, tax, and Gift Aid regulations.

7. Your Rights

Under GDPR, you have the right to access, correct or erase your data, and to object to or restrict processing. To exercise these rights please email our Data Protection Manager james@westberkshiredementiahub.org

8. Complaints Procedure

If you have any concerns about how we use your personal data, you may raise a complaint with us using the contact details in 7. above. We will investigate and respond in accordance with our complaints handling process. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK supervisory authority for data protection matters.

9. Review

The Trustees will regularly review this Privacy Notice and Policy.

Approved by the Trustees on 21st May 2026