



# Privacy Policy

## Who we are

Elders Voice is a local charity (charity number 1091519 and a registered company 04323296) supporting older people in Brent. Our registered address is 181 Mortimer Road, Kensal Green, NW10 5TN.

Elders Voice promises to respect and protect the personal information (or data) you or your family have provided us with or that we get from other organisations. We promise to keep information about you safe in accordance with all applicable laws.

We will manage this data effectively and securely so that we can deliver better services to and for you; this includes our fundraising activities.

## This policy covers:

- what data we collect,
- why we collect it,
- how we will use, share and store it,
- what your rights are, and
- how you can contact us to manage, edit or delete this information.

We may collect this data from talking to you, online, at an event, on paper or over the phone, through a donation form, a sign-up form, by becoming a member, or by registering for and/or attending an event.

## People using our services and activities

Elders Voice may collect different types of personal data directly from or about you depending on the activities or services that you are taking part in or using.

When you use our services, we will ask you for information such as name, address, telephone numbers, email address, date of birth. We may also ask for and record more sensitive data, for example, information about your health, or about your religion or other beliefs. We will only record information that will help us to understand how to best help you.

By providing your personal information, you help Elders Voice to provide you with the services you require. Whenever you provide such personal information, we will treat that information in accordance with this policy and ensure its security.

You may also be asked to provide sensitive information such as gender, sexuality, disability, ethnicity, and religion. We anonymise this data (i.e. remove information that identifies an individual) and use it to report to our funders, to measure our success at reaching all sections of the community and to plan future services. You have a right

to decline to provide any of these details if you wish, and you will always be given the option of stating that you 'prefer not to say'.



We will only keep information about you for as long as it is necessary for us to support you.

## **Members of Elders Voice**

We like to keep in contact with people who we support and who support us.

Therefore, when you register for a service, take part in an activity or event, make a donation or contact us for information we will offer you the opportunity to become a member of Elders Voice.

## **Membership means**

When you become a member of Elders Voice, we will ask you for your name, address, telephone number, and email address.

We will use your contact details to send you regular information about Elders Voice, including our newsletter, and information about participating in our Annual General Meeting. We may also send out details of activities, workshops, services, our work, information of interest to older people, appeals, campaigns or fundraising from time to time.

We may also offer you the opportunity to participate in surveys carried out by Elders Voice or our partners which help our research into the types of service we offer and/or gives us feedback on the quality of our services.

You will be able to choose whether you consent to receive information from us, and whether we may contact you by post, email, telephone, or text.

## **If you pay for services or make a donation**

We will collect some financial data if you are giving us a donation. If you give us this information in writing or via the telephone, we will only keep it for processing the donation or payment. If you make a donation online you are routed through to our online donations service provider.

If you make a donation, we will ask you to become a member of Elders Voice. We will keep your contact information and details of the amount you donated with your consent.

You can ask us to delete this information at any time, and we will do so for marketing purposes. We will then only keep sufficient information to prevent us from contacting you again. However, there is some information we must keep by law, for example, details of Gift Aid.

If you make a donation online, please note that this is processed by a third party and your card information is not held by us; it is collected by our third party payment processor, who specialise in the secure online capture and processing of credit/debit card transactions.

The information provided to us if you have consented is your name, contact information and the amount donated so that we can acknowledge your donation.

We will share transaction data with our payment service provider only to the extent necessary for the purposes of processing your payments, refunding such payments, and dealing with complaints and queries relating to such payments and refunds. You can find information about the payment services provider's privacy policy and practices on their respective websites.

## Using our website

**Anonymous data:** If you are accessing our website, we may also receive some analytical data from our Internet and webpage service providers. This is anonymous data such as IP addresses, pages visited and time spent on the website.

When you visit our website, we may process 'user data.' This 'user data' may include your IP address, geographical location, browser type and version, operating system referral source, length of visit, page views and website navigation paths, as well as information on timing, frequency and pattern of your service use. The source of our 'usage data' is Google Analytics. This data does not include any personal information about you such as name, email address etc. and is only used to help us to understand how people use our website and how we can improve it.

**Cookies:** The Elders Voice website uses cookies. Cookies are very small text files that are stored on your computer when you visit some websites. We use cookies to help identify your computer so we can tailor your user experience, track content viewed and remember where you are in the site and any associated processes. You can disable any cookies already stored on your computer, but these may stop our website from functioning properly.

More information about cookies, how to control, how they are set can be found at [www.allaboutcookies.org](http://www.allaboutcookies.org)

**Links to other websites:** We may include links to other websites. We have no control over these websites and urge our website users to consult the privacy policies of the different websites.

## The law and your rights

**Legal basis:** Elders Voice will only keep information about you when we have a legal basis to do so.

This will usually be because you have given consent for us to hold the information. But may also:

- have a legal obligation to use or disclose information about you – for instance, where we are ordered by a court or regulatory authority or we are legally required to hold donor transaction details for Gift Aid or accounting/tax purposes.

- Another is where we have an obligation to hold data for the necessary performance of a contract or for the purpose of fulfilling our responsibilities in relation to staff and volunteers.

In all cases, we balance our legitimate interests against your rights as an individual and make sure we only use personal information in a way or for a purpose that you would reasonably expect in accordance with this Policy and that does not intrude on your privacy or previously expressed marketing preferences.

Where we process sensitive personal data (as mentioned above), we will make sure that we only do so in accordance with one of the additional lawful grounds for processing such as where we have your explicit consent or you have made that information manifestly public. When we do this, we will tell you what sensitive personal data we are collecting and why.

**Keeping information safe:** Elders Voice takes appropriate actions to make sure that the data we hold about you, whether that is on paper or electronically in a computer file or database, is stored securely.

We will only hold this data for as long as it is necessary for the purposes for which it is provided to us.

We will dispose of unnecessary personal data using secure deletion methods (electronic) or shredding.

We do not transfer data outside the UK.

**Who has access to your information:** When you give us your information as a client, volunteer, or donor we will not sell or share your information to third parties. We will not share your information with third parties for marketing purposes.

If you attend our services, events and activities, anonymised information may be shared with our funders and used to help us to plan future services.

We work closely with various third party product providers who may have products and services designed for older people. We may send you information about their services or products from time to time so that you can contact them directly if you wish to do so. If you decide to take up these offers, we advise you to read their privacy policy to ensure you understand how they use your information.

In order to meet your needs or our clients, we may make referrals to other agencies that can help you. However, we will not release your information to third parties beyond Elders Voice unless you have requested us to do so, or we are required to do so by law, for example, by a court order, for the purposes of prevention of fraud or other crime or for adult or child safeguarding reasons.



**Vulnerable adults:** Elders Voice proactively work to ensure vulnerable people understand their data rights and any of their data we collect is managed appropriately according to data protection regulations.

## **How you can access and update your information**

Your rights regarding the data we hold and collect about you are outlined in the data protection policies and legislation of the United Kingdom. These include:

- the right to access your data
- the right to edit and update information about you
- the right to request the deletion of, and restrict the processing of your personal information
- the right to object to the collection of your personal data and
- the right to lodge a complaint with a supervisory authority about your personal information.

If you would like to find out what personal information/data we hold about you, delete any of this data, (e.g. remove your name from any of our mailing lists), or update your communication preferences please contact us on **020 8968 8170**.

If you have any questions or comments about this Privacy Policy, please contact us on [info@eldersvoice.org.uk](mailto:info@eldersvoice.org.uk) and address the email **FAO the CEO**.

If you are not satisfied with our response or believe we are not processing your personal data in accordance with the law, you can complain to the Information Commissioner's Office (ICO).

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

**Call: 0303 123 1113**

**Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)**

**We will notify you through a notice on our website, or in some cases directly by your preferred form of communication, of any significant changes to this Privacy Policy.**