

# **Sightsavers Ireland Supporter Privacy Policy**

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# Sightsavers Supporter Privacy Policy

As a Sightsavers supporter, we'd like you to be happy and proud of the wonderful support you give to Sightsavers. We aim to make it as easy as possible for you to understand what we do with the information you trust us with. The Sightsavers Supporter Privacy Policy aims to help donors and supporters understand how we collect, process and look after your data.

Your data is precious to us and we take that responsibility very seriously.

If you have any questions on the information below, please do not hesitate to contact our supporter care team on [info@sightsavers.ie](mailto:info@sightsavers.ie) or call (01) 663 7666. You can also contact Sightsavers' Data Protection Officer at [dpo@sightsavers.org](mailto:dpo@sightsavers.org).

## How do we collect your information?

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We will collect the information that you decide to share when communicating with us. This could be while making a donation or signing up to an email newsletter. We won't go looking for personal telephone numbers or email addresses if you haven't supplied them to us.

We may also receive information about when you interact with third parties with whom we work, for example if you've made a donation to us through a third party (such as JustGiving) and given them permission to share your information with us.

We also collect general information about visitors to our websites using cookies, with their consent, including which web pages they look at and for how long. This helps us make our websites better and more relevant for visitors. This information is anonymous and cannot be used to identify people. We take a similar approach with the emails we send, tracking how many are opened and how many people click through to our websites. This helps us make our emails better and hopefully more enjoyable for you.

## What do we do with your information?

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We like to communicate with our supporters so you can hear about the work that you're making possible, and also to give you the opportunity to provide additional support, should you want to. We will send you updates and opportunities to support us through the post, unless you have told us you'd rather not hear from us in this way.

It's important to our relationship that you only receive information that is relevant to you. By using our data when considering which supporters should receive which communications, we can send less mail and save money. This means we can spend more on our vital life-changing work.

To enable us to ensure our communication is relevant and tailored to your interests, we look at the information you give us to try to understand more about you and how you choose to support us. We may also look at other publicly available information that enables us to better understand you, such as postcode demographics. This ensures we can contact you in the most appropriate way.

If you have agreed to receive email or text message communications from us, we may provide those contact details to social media or online marketing platforms, in an encrypted format, to help us identify the best people to communicate with about our work and ways to help. This data can only be used for Sightsavers' marketing and really helps us to spread the word to other like-minded people.

We'll store your information on our secure systems to make sure we have an accurate record of all the donations we receive. This is important for our financial auditing, and also enables us to provide a history to you, should you want it.

We sometimes use other companies to help us. This may include companies who print our leaflets, mail our letters or take phone calls. We only provide these companies with the data they need to deliver this work. They are contracted to us through a legally binding contract and don't keep this data on their systems longer than is absolutely necessary. We may on occasion use a supplier that resides outside of Ireland and EEA, however if we do so we take steps to put in place suitable safeguards to protect your data.

We also think it's important to keep our data accurate and up to date, which means each year we compare it to nationally held registers to check for deceased records, or supporters that have moved.

We will keep your data only for as long as necessary for the purpose that it was collected, taking into account relevant legal or regulatory requirements, for example those of Revenue on tax efficient giving.

We take the security of your data extremely seriously and use a range of technical measures to ensure that your data is safeguarded. This includes protecting our organisation and your valuable support, ensuring that it can make the most impact.

## On what legal basis do we process your information?

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We adhere to the EU General Data Protection Regulation (GDPR) and any other relevant data protection laws in the countries where we fundraise. Depending on the purpose, we may process your data on one or more of the following legal bases.

**Legitimate Interest.** We conduct some activity on the basis of legitimate interest.

This includes sending you information through the post about the vital work your support has helped achieve and further opportunities to support our work (unless you have told us you would prefer not to hear from us in this way).

It also includes using your personal data to respond to a request or query we receive from you, or to administer your donations. For example, if you email us asking for confirmation that a donation has been received, we will reply via the email address you have used.

We may conduct research and analysis, including the use of public information, to help understand who our supporters are and the best way to communicate with them.

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**Consent.** You may provide your consent for us to use the data you've provided in a certain way.

This includes using your email address or telephone number to send you updates about our work and ways you can support us. You can withdraw your consent at any time by contacting us.

**Legal Obligation.** In some cases, we are required to process your data to comply with the law.

This includes information related to tax efficient giving and financial transactions for audit purposes.

## Your rights

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We support your rights in relation to how we use your data, including the right to access, update, erase and transfer it. We will respect any request you make to stop processing your data in a specific way. If your request goes against our legal obligations we will clearly explain what this means and what we will do.

If you would like to discuss your rights or request any changes to how we contact you and process your data, please get in touch with us at [info@sightsavers.ie](mailto:info@sightsavers.ie) or call (01) 663 7666. Or you can contact our Data Protection Officer at [dpo@sightsavers.org](mailto:dpo@sightsavers.org). Alternatively, you may contact the Data Protection Commission (DPC) if you have any concerns about your rights or the use of your data: [www.dataprotection.ie](http://www.dataprotection.ie)

If you prefer, you can update how Sightsavers and other organisations can contact you through the Irish Direct Marketing Association: [www.idma.ie](http://www.idma.ie)

## How to get in touch

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If you'd like to check the data we hold about you is accurate, or want to change your communications choices at any time, please contact our supporter care team on [info@sightsavers.ie](mailto:info@sightsavers.ie), or call (01) 663 7666. You can find a copy of this policy, our Supporter Promise and other policies on our website at [www.sightsavers.ie](http://www.sightsavers.ie).