



# Ashbourne Animal Welfare

"The Ark", Wyaston Road, Ashbourne, Derbys DE6 1NB.

Telephone: 01335 300494 & 300825 Email: ashbourneanimalwelfare@yahoo.co.uk

## PRIVACY POLICY

May 2018

### Introduction

Ashbourne & District Animal Welfare Society (aka Ashbourne Animal Welfare) is a charity registered in England (number 1014249) dedicated to the rescue and rehoming of cats and dogs. We are regulated by the Charity Commission and are members of the Association of Cats and Dogs Homes. We also operate certain trading activities through our subsidiary company Ashbourne Animal Welfare Allsorts Limited (company number 05743550) and this Privacy Policy covers both organisations.

### Contact Us

You can contact us by writing to: Ashbourne Animal Welfare  
The Ark  
Wyaston Road  
Ashbourne  
Derbyshire  
DE6 1NB

Or by emailing : ashbourneanimalwelfare@yahoo.co.uk

Or by phoning : 01335 300494

### Safeguarding your information

We respect your privacy and take all reasonable measures to safeguard the information we hold about you. We have appropriate physical, technical and organisational measures in place to protect the personal information we hold, both digital and hard copy, from improper access, use, alteration and loss. We keep information for only as long as is reasonable and necessary for our legitimate purposes, including meeting statutory requirements (e.g. Gift Aid returns). We comply with the law and our forms and transactions meet with Data Protection requirements.

### What Information We Collect

We collect personal contact information, including names, addresses, telephone numbers and email addresses. We may also collect information about donations we have received and payments we have made. For the purposes of making or receiving payments we may collect bank account information, including account name, account number and sort code. If you use your credit or debit card to donate to us or buy something from us we will ensure this is done securely. We do not store your credit or debit card details. If you sign an animal over to us, we may collect information about your personal circumstances, if relevant to your reasons for relinquishing the animal. We may also sometimes receive information about you from third parties, such as vet practices.

### How We Collect Your Information

We may collect information when you sign an animal over to us or adopt one from us, when you fill in a Membership, Sponsorship, Gift Aid or Standing Order form, inquire about adopting an animal, register as a volunteer, apply for a job, make a donation to us or use a credit or debit card to purchase goods from us. We may also collect information indirectly when you use our website or social media pages, although this is normally aggregated information for statistical purposes.

## **How We Use Your Information**

If you have adopted an animal from us or given one to us, we retain your information as a record of the transfer of ownership and in case we need to contact you in the future. If you are a supporter, we use the information to keep in touch with you (see below) and to make sure that we comply with any requests or preferences that you have expressed (e.g. means of contact or not receiving raffle tickets). We keep records of some donations, so that we can thank donors and to allow us to produce financial accounts and aggregated statistics, as well as for Gift Aid purposes. We do not share, sell or swap your information with any other organisation for their marketing purposes. We may share it with trusted organisations only when it is essential for the reasonable operation of our business, for example when your pet is microchipped for identification purposes, with a bank if you have set up a standing order payment to us, if we are making a payment to a supplier or if required to do so for statutory or legal purposes.

## **Contacting You**

Most of our communications with you are on the basis of our legitimate interest but we will ask for your explicit consent where this is appropriate and/or required by Data Protection regulations. We may also process data on the basis of contract or if it is necessary for legal or statutory purposes.

We keep supporters up to date with what is happening at our charity by sending out Newsletters, which include stories about our present and past residents, details of forthcoming events and, very occasionally, information about special appeals. Once a year, we also send out tickets for our Grand Raffle and details of our popular Christmas Dinner Appeal. We write to our sponsors with certificates, renewal documents, information about sponsored cats or dogs and Christmas cards. The majority of these communications are by post but we also communicate by email where this is possible and if we have your consent to do so. This contact may be direct or through Mailchimp for bulk emailing of Newsletters, but you can opt out of Mailchimp by clicking on the unsubscribe button on each email.

On rare occasions, we may need to communicate by telephone, for example to clarify some information or instructions that have been given us or to follow up with people who have given an animal to us or adopted one from us. We do not make unsolicited telephone calls for marketing or sales purposes.

## **Changing Your Contact Preferences or Updating Your Information**

You can change your mind at any time about how and if you wish to be contacted by us, or ask us to update your details, correct or remove information, by calling 01335 300494, by emailing [ashbourneanimalwelfare@yahoo.co.uk](mailto:ashbourneanimalwelfare@yahoo.co.uk) or by writing to us at The Ark. You also have the right to request a copy of the personal information that we hold about you.

## **Use of Website and Social Media**

By accessing our website and social media pages you are accepting the terms of this Privacy Policy. Be aware that, should you post inappropriate, offensive or defamatory statements, or comments that may be in breach of the law, we reserve the right to inform relevant third parties, such as your internet provider or law enforcement agencies.

## **Links to Other Websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our website, please be aware that we have no control over the operation of other websites and they are not governed by this Privacy Policy.

**Cookies**

We use Cookies to improve your experience when visiting our site. You can opt out of all our Cookies (except the strictly necessary ones) but please be aware that, if you do so, you may not be able to use our website properly.

**Payment Processing**

If you make a payment to us, we will need to share your information with our payment processor. All our payment processing is secure and is handled by different organisations:

Natwest Bank

Lloyds Bank

Charity Choice

Paypal

**Changes to Our Privacy Policy**

We may review and update this Privacy policy from time to time to ensure that it properly reflects our current practices.

**Your Right of Access to Information We Hold**

You have a right to ask for a copy of the information we hold about you and this is known as a Subject Access Request. If you wish to make a Subject Access Request, please write to us at the address given below.

**Further Information and Questions**

If you have any questions, or require clarification of anything in this Privacy Policy, please contact us by emailing [ashbourneanimalwelfare@yahoo.co.uk](mailto:ashbourneanimalwelfare@yahoo.co.uk) or write to Ashbourne Animal Welfare, The Ark, Wyaston Road, Ashbourne, Derbyshire, DE6 1LL.