

# BlindAid Privacy Policy

## Who we are

BlindAid is a registered charity No. 262119 and a company limited by guarantee No. 986407. Our registered office is Lantern House, 102 Bermondsey Street, SE1 3UB

The latest Data Protection Act was passed in the UK in 2016 and took effect on 25 May 2018 and in compliance with this Act BlindAid took the time to thoroughly review our data management systems.

BlindAid takes your privacy seriously and we promise to keep your details secure.

This policy explains how we use your personal information and the reasons for keeping it as well as your rights under the new General Data Protection Regulation. We promise to respect any of your personal information which is under our control and to keep it safe. We aim to be clear when we collect your information and about what we will do with it.

Our use of personal and sensitive data allows us to best support blind and partially sighted people and our supporters in line with our values and mission.

## How do we obtain information from you?

- Advice, support and products to live an independent life
- Developing the right knowledge and skills to make the most of technology
- Support for accessing educational materials
- Online or face-to-face classes through our projects
- Participating in our surveys or make recommendations on how we can improve our service
- Making donations to us or agreeing to us contacting you about fundraising
- Providing us with your stories to create awareness of our work
- A complaint or incident
- Whistleblowing or making us aware of compliance and/or risk issues such as fraud, theft, bribery or money laundry
- Assisting in an investigation involving fraud, theft, bribery or money laundry
- Applying to work or volunteer for us

## Information you provide to us indirectly

Your information may be shared with us by third parties in the following circumstances:

- When a third party enters into a contract with us to provide you with accessible documents on their behalf
- Signposted via various authorities or external charities when they have agreed with you that BlindAid would be in the best position to assist you
- When you make donations to us via a third party

## What information we may collect from you

Personal data, or personal information, means any information about an individual from which that person can be identified:

- Your name
- Your contact details, including postal address, telephone number, email address
- Your date of birth
- Your age, gender and/or your preferred salutation
- Information about your health, where this is relevant to our support
- Your GP or health care if required to provide support or advice
- Your living arrangements, if relevant to our support/providing advice
- Whether you are a caregiver if relevant to our support
- Information as to whether you're a taxpayer to enable us to claim Gift aid
- Information about your computer/mobile device and your visits to and use of this website: please see our Cookie information

- If you volunteer for us or apply for a job with us, information necessary for us to process your application.
- Any other personal information you provide us.
- Certain types of personal information are in a special category under data protection laws, as they are more sensitive. Examples of this type of sensitive data would be information about health or ethnicity.

We only collect this type of information when there is a clear reason for us to do so. For example, we may ask for health information, if this is to assist you with the service we provide you or to make sure we meet your specific needs.

Wherever it is practical for us to do so, we will make clear why we are collecting this type of information and how it will be used.

### **How is your information used?**

We may use your information, with your explicit consent, to:

- Process and administer your request for attendance at events or to receive newsletters; Send you communications which you have requested and that may be of interest to you.
- This could include information about events, visual impairment, or to seek your views or comments on the services we provide;
- Or to notify you of changes to our services;

Where you have told us you prefer to be contacted by telephone or post, we will do so on the basis of pursuing our legitimate interests in providing you with a service or information.

Where it is necessary for the performance of a contract, we will use your information to:

- Process a job or volunteer application;
- if you are an employee or volunteer, to administer payroll, expenses and pension payments

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations.

Our retention criteria where there is no statutory specification include the following:

- Job application forms and interview notes for unsuccessful candidates – six months
- Personnel files and training records – six years after employment ceases

If you are a beneficiary of our services we will hold your personal information on our systems for as long as you continue to use our services, or as long as our business relationship continues.

If you have supported us through fundraising:

- Processing funds and gifts received through fundraising, donations, and gambling services, claim Gift Aid from HMRC, apply for bids
- Providing audit reports to the required governing body to ensure compliance
- Raising awareness in terms of using your lived experience in campaigns to apply for funds and grants from the public and funders
- Thanking you for your support, which may include thanking you directly via email, post and phone calls
- Conducting analysis for profiling and segmentation on the information we collect from you, as well as information made publicly available in order to connect with individuals and organisations in order to discuss opportunities for funding.

When you have told us you no longer wish to receive our services, your information will be held on an archive file to ensure that you don't receive further regular communications from BlindAid.

### **Who has access to your information?**

We will not sell or rent your information to third parties.

With your permission we may pass your information to our third party service providers and other associated organisations for the express purposes of completing tasks and providing services to you on our behalf when and if , for example:

- Our IT providers, Focus IT
- Our payroll administration service, Brayne, Williams & Barnard Ltd
- Our pension administration service, Royal London
- Our website infrastructure providers, Namesco and Kualo

However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have agreements in place that require them to keep your information secure and not to use it for their own direct marketing purposes.

### **Your choices**

You have a choice about whether or not you wish to receive information from us. If you wish to receive newsletters and other communications from us by email about our services and events, we will be relying on you giving us consent about how and why we contact you.

You can withdraw this consent at any time by calling 0207 403 6184.

Or by emailing [enquiries@blindaid.org.uk](mailto:enquiries@blindaid.org.uk) or contacting:

The Data Protection Lead  
BlindAid  
Lantern House,  
102 Bermondsey street,  
SE1 3UB

We will not contact you for marketing purposes by text message unless you have given your prior consent.

We may contact you for marketing purposes by email, post or telephone in order to pursue our legitimate interests unless you have indicated that you do not wish to be contacted in this way.

You can change your personal preferences at any time by contacting us at [enquiries@blindaid.org.uk](mailto:enquiries@blindaid.org.uk) or by calling on 0207 403 6184

### **Your rights**

- The accuracy of your information is important to us.  
You can update or correct your personal data by contacting us as above.
- You have the right to access the information we hold about you by making a 'Subject Access Request'.
- In certain circumstances; you have the right to ask us for the data we hold about you to be erased.
- In certain circumstances, you have the right to ask us to restrict the processing of your personal data.
- You have the right to object to the processing of your data in certain circumstances.
- You have the right to data portability, which allows you to obtain and reuse your personal data for your own purposes across different services.

If you want to know more about your rights under the General Data Protection Regulations, or if you are unhappy with the way we have handled your information, you can visit the Information Commissioners Office website at [www.ico.org.uk](http://www.ico.org.uk) or contact their helpline on 0303 123 1113.

### **Our security precautions**

When you give us personal information, we take steps to ensure that it's treated securely. All information you give to us is stored on secure servers and encrypted PCs, laptops, tablets and mobile phones are used when processing data.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and unfortunately this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal

information, we cannot guarantee its security during transmission. Once we receive your information, we make every effort to ensure its security on our systems.

### **Use of 'cookies'**

Like many other websites, the BlindAid website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. This helps us to improve our website and deliver a better, more personalised service. You don't have to consent to website cookies if you don't wish to do so.

### **Links to other websites**

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit.

### **Transferring your information outside the of European Economic Area (EEA)**

As part of the services offered to you through this website, the information which you provide to us is retained on servers located in the UK only.

### **Review of this policy**

We keep this policy under regular review. This Policy was last updated in December 2022.

If you have any questions regarding this policy or how we use your personal information, please email [enquiries@blindaid.org.uk](mailto:enquiries@blindaid.org.uk) or contact:

Data Protection Lead

BlindAid

Lantern House,

102 Bermondsey street,

SE1 3UB

Tel: 020 7403 6184