



Louise Morris

Practical Fundraising Tips in the World of Fundraising Regulation & GDPR

louise.summitfundraising@outlook.com

www.summitfundraising.co.uk

07786 631555

TODAY'S SESSION

IS THIS FOR MY ORGANISATION?

WHO'S WHO?

WHAT'S WHAT?

WHERE DO I START?

QUESTIONS

IS THIS FOR MY ORGANISATION?

WHO'S WHO?

WHAT'S WHAT?

WHERE DO I START?

QUESTIONS

Who?

Me?



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- ✓ Hold the Fundraising Code
- ✓ Complaints
- ✓ Fundraising Preference Service
- ✓ Register
- ✓ Defer to ICO's judgement



- ✓ “Uphold information rights in the public interest.”
- ✓ The public can report concerns and complain to ICO
- ✓ Up hold legislation– can and do fine organisations
- ✓ This includes GDPR from May 2018



- ✓ Professional Membership Body for fundraising
- ✓ Training & Networking
- ✓ Promote fundraising
- ✓ No longer hold the code of Fundraising Practice

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WHAAAT?



GDPR

- General Data Protection Regulation
- May 2018, regardless of Brexit
- 6 conditions for processing someone's data
- Consent and Legitimate interest

GDPR

Consent/Opt-in:

Here's what we'd like to do with your data. We will only do it if you tell us it's ok

Legitimate Interest:

Here's what we intend to do with your data. We need to do it, we don't believe it will harm you. You can tell us if you'd prefer us not to

A bit more on consent.....

**Freely given, specific, informed, unambiguous,
demonstrable**

It is NOT

- Pre-ticked box
- Tick this box if you don't want to receive.

It COULD be

- A ticked box
- Signature
- Filling in a form

A bit more on legitimate interest.....

Your organisation's
interests

The individual's
interests



PECR

- Privacy and Electronic Communications Regulations
- Consent always required for emails & SMS
- A new E-Privacy Regulation later in 2018

Privacy Notice

- Transparency!
- What are your grounds for processing
- What data are you processing and from where
- Look at others, but don't copy a privacy notice!
- Layering


us make better decisions, fundraise more efficiently and, ultimately, helps us to reach our goal of enabling three in four people to survive a cancer diagnosis by 2035. We have made improvements to this policy to make it more understandable to supporters.


In July 2017, we will be moving to be an 'opt-in only' communication policy. This means that we will only send marketing communications to those that have explicitly stated that they are happy for us to do so via their preferred channel(s) (email, SMS, phone or post).


Our marketing communications include information about our latest breakthroughs, campaigns and lifesaving work. If you would like to receive such communications but have not opted in please contact us on 0300 123 3379 or preferences@cancer.org.uk.


 Facebook


 Other

Where we collect information about you from 

What personal data we collect and how we use it 

How we keep your data safe and who has access 

Keeping your information up to date 

Your right to know what we know about you, make changes or ask us to stop using your data 

Changes to this Policy 

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What's right for your organisation?

Data Audit

Consent

Legitimate Interest



A possible to do list...

- ✓ Sign up to Fundraising Regulator's e-newsletter
- ✓ Sign up to Fundraising Regulator:
 - ✓ Supporter complaints process
 - ✓ Fundraising Promise
- ✓ Understand the Fundraising Code and follow it
- ✓ Data Audit
- ✓ Privacy Notice

Resources

- ICO – Preparing for the General Data Protection Legislation, 10 Steps to Take Now

<https://ico.org.uk/media/1624219/preparing-for-the-gdpr-12-steps.pdf>

- Small Charities Coalition

<http://www.smallcharities.org.uk/>

- Fundraising Regulator Consent guidance

<https://www.fundraisingregulator.org.uk/information-registration-for-fundraisers/guidance/personal-information-fundraising-consent-purpose-transparency/>

- ICO consent guidance

<https://ico.org.uk/about-the-ico/consultations/gdpr-consent-guidance>

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