

Data protection Q&A for BHF Fundraising Volunteers.

1. Can we contact supporters to promote our events?

Any communications that talk about the BHF's work, including communications you send on our behalf to promote your fundraising events, are marketing communications.

If you're sending marketing communications by email, phone or text, you must have the individual's prior consent confirming that they are happy to receive this type of communication from BHF. Consent must be given through a positive action, such as the individual ticking an 'opt-in' tick box or entering their email address on a form when they are asked if they are happy to be contacted in this way. You must also record when and how you obtained an individual's consent. If you are contacting supporters by post, you do not need their prior consent to contact them for marketing purposes as you can rely on what is known as the BHF's 'legitimate interest'. This is on the basis that, as a charity, BHF needs to keep the public updated on the work that it carries out and so has a legitimate interest in contacting people. However, this legitimate interest only applies when communicating by post. When you contact people by post, we ask you to include the link to our privacy policy www.bhf.org.uk/privacy so that people can find out more about how we use their data if they wish to.

You must make it clear in every communication that you send (whether by post or electronically) that the individual can choose not to be contacted by you in future or choose to change the way they hear from you, at any time. You must provide a telephone number, email address or postal address to let you know if their contact preferences have changed and you must ensure that you promptly update your records to reflect the individual's preferences.

We would suggest wording along the following lines:

You can unsubscribe or change the way you hear from us at any time by calling [insert your number] or emailing [insert your email]. If an individual has asked not to be contacted in a certain way (or at all), make sure you delete their record or mark them as 'do not contact' in your contact list (and on your 'Consent Tracker' spreadsheet) so that you don't accidentally send them a communication in future.

2. How should someone give us consent to be contacted in future for marketing?

Consent must be given through an active method such as a tick in a box on a paper form, or through a positive action such as putting a business card in a bowl or responding to you by email, phone or post to confirm preferences. It must be made absolutely clear to the person that by doing this they are giving consent for you to contact them with marketing communications.

3. Do we need permission to contact people about an event that they've signed up to?

No. If an individual signs up to take part in your event, you can contact them for administrative/fulfilment purposes to give them information about the event without needing permission to contact them. This includes giving them details about the event such as the start time, as well as thanking someone for attending or donating afterwards. It is good practice to tell people as you collect their data that you will contact them about the event using the contact details they provide. But if you want to tell people about future events by either email, phone or text, then you will need to gain their consent, in advance, to contact them for marketing purposes. You could ask for their consent when they register for the event.

We would suggest wording along the following lines:

Thank you for signing up for [event title]. I will be in touch with you regarding the event very soon. If you would like me to contact you with information about future events and how you can help us keep more hearts beating through fundraising, please tick below to tell me how you would like to be contacted:

Email ☐ Telephone ☐ Text ☐

4. Does this mean we need to ask supporters, whose details we already hold, whether they give us consent to continue contacting them in future?

Yes. When you next speak to each of your supporters, ask whether they are happy to hear from you by email, text and phone. In relation to postal communications, please explain to them that you will be continuing to contact them by post unless they let you know otherwise (which they can do at any time). Make a record of this so that you can follow their wishes in future (you can use our 'Contact Tracker' to help do this). If they don't respond to your request, you can't contact them in future.

5. How long does consent last and how long can we keep personal data on record?

How long consent lasts or how long you can use legitimate interest for depends on why you have collected or are using the individual's information. When your original reasons for collecting or using the personal data are no longer relevant, you must delete the data.

For example, if you haven't captured an individual's consent to send them marketing emails, then you can only use their details to contact them about the event they have signed up for, during the lead up to the event and for a short while afterwards, to send a 'thank you' email.

If you have consent for marketing purposes, then we suggest that you review your records annually and delete the details of anyone you haven't heard from in over two years to keep the list current.

6. What if someone asks you not to contact them again regarding BHF?

An individual may ask to stop receiving marketing communications from BHF. If this happens, please email heretohelp@bhf.org.uk with the person's name so that we can check our central database to see whether this person is known to us, and if so, change their record.

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