

**RICE**

The Research Institute  
for the Care of Older People

Improving the lives of people living with dementia through research, diagnosis, treatment and support.

# RICE fundraising, marketing and communications privacy notice



To communicate effectively with you we need to hold a variety of information about you. This notice tells you what personal information RICE collects about you, why we need it, how we use it and what protections are in place to keep it secure. We aim to be transparent and not to do anything you might not reasonably expect.

## About this notice

RICE is a registered charity focused on essential research and providing support for people living with dementia, their families and carers, dedicated to improving the quality of life of everyone involved.

Our supporters are people who help RICE by making a donation, volunteer, register to fundraise, sign up for an event, buy our merchandise or allow us to use their information, personal story or image to highlight our work.

To communicate effectively with you we need to hold a variety of information about you. This notice tells you what personal information RICE collects about you, why we need it, how we use it and what protections are in place to keep it secure. We aim to be transparent and not to do anything you might not reasonably expect.

For the purpose of this notice RICE is the “data controller”.

All staff at RICE receive regular, mandatory training in information governance and handling personal data.

## What do we collect?

To provide you with a good supporter experience and to communicate effectively with you and in a manner that you have agreed we hold a variety of information about you.

This may include:

- Identification information - name, date of birth, gender
- Contact information - address, telephone numbers, email addresses
- Bank details
- Photographs we have taken, you have shared with us or which are available in the public domain
- Your stated connections with RICE
- Your stated preferences for how you would like us to communicate with you and what you want to receive from us

- Details of your contact and relationship with us

Where it is appropriate we may also ask for:

- A personal story you have agreed to share with us and your consent for to use it in our public marketing and communications materials
- Information relating to your health (for example health declarations for participation in events such as the Bath Half Marathon or high risk event such as Skydiving)
- Why you have chosen to donate to us, if you are comfortable to tell us this.

**This is not an exhaustive list.**



RICE supporters

## When/ how do we collect your personal information

We collect information from our supporters in the following ways:

*Directly:* You may give us your information directly by making a donation, requesting merchandise or information, signing up to an event, telling us your story or communicating with us.

*Indirectly:* Your information may be shared with us by independent event organisers

such as Bath Half, Just Giving or BT MyDonate. These companies will only share personal information with us when you have clearly indicated you want to support RICE and have 'opted-in' stating your consent. You should check other companies' privacy policies or statements when you provide your information to understand how they will process your data.

*Social media:* Supporters may give us permission to access information from their social media accounts such as Facebook, Twitter and Instagram, depending on their privacy settings.

*Public information:* Information about you which is in the public domain, for example information available through the Charities Commission, Companies House or news media, both electronic and hard copy. We use publically available sources to keep our records up to date for example the Department for Social Change database.

## Why we collect and use your personal information

We will mainly use your data to:

- Provide you with the services, products or information you have asked for
- Administer your donations
- Keep a record of your relationships with RICE
- Ensure we know how and when you prefer to be contacted
- Share your story with others for our communications work (where you have given explicit consent to do this)
- Understand how we can improve our services, products or information

### *Supporter profiles and targeted communications*

We use profiling and screening techniques to ensure our communications are relevant and timely, and to provide an improved experience for our supporters. We do this because it allows us to target our resources effectively, understand the background and motivation of the people who support us and helps us to make appropriate requests to supporters. Importantly, it enables us to raise more funds

and do this in a more cost-effective way than we otherwise would. We may analyse geographic, demographic and other information you have provided to better understand your interests and preferences so that our contact with you is relevant. We may use additional information that is available publicly.

### *Direct marketing*

With your consent, we will contact you to update you on our work via our newsletter and to ask for donations or other support. We make it easy for you to tell us how you want us to communicate, in a way that suits you. Our forms have clear marketing preference questions and we include information on how to opt out when we send our fundraising, marketing and communications information to you.



Bath Half marathon runners

## How we communicate with you

We only use your personal information to provide you with the information and services you have requested from us, to stay in touch with you and to thank you. However, from time to time we would like to contact you with details of other research breakthroughs, services, newsletter, campaigns, competitions and how you can support our life changing work.

In line with fundraising regulation and best practice we have adopted an 'opt-in' only

communication method which means we will only send fundraising and marketing communications to supporters who have explicitly stated that they are happy for us to do so via their preferred communication method e.g. post, email, telephone or do not contact. We really appreciate our supporters informing us of their contact details

## Sharing your information

We take our supporters' privacy seriously. We do not sell your information to any third parties. We will only use your personal information to provide you with the information and services you have requested from us.

There are a number of reasons why we may share your information. This can be due to:

- Our obligations to comply with current legislation
- Our duty to comply with any Court Order that may be imposed
- Where you have agreed we may share your personal story to help further our work, as outlined below.

Where we share your information we ensure that we only share the minimum necessary for the specific purpose.

### **Sharing patient or supporters' stories for fundraising and communications work**

Some patients and supporters choose to share their personal stories with us and to tell us about their experiences with dementia to help further our vital work. This may include sharing sensitive information related to their health and family life in addition to their biographical and contact information.

We will never share a patient or supporters' story or their image without explicit and informed consent.

We may use some of the information provided, including gender, ethnicity or the type of dementia people have experience with to highlight opportunities for other or new supporters to get involved.

If we have the explicit and informed consent of the individuals this information may be made public by us at events, in materials promoting our campaigning and fundraising work, or in documents such as our annual report or cases for support.



RICE receiving a fundraising donation

## How we protect your information

Appropriate technical controls are in place to store and protect personal data. We have security procedures in place to guard against unauthorised access, improper use, alteration, destruction or accidental loss of your personal information. Information is only accessible by appropriately trained staff (and, where appropriate, volunteers) for the specific purpose of their work at RICE.

## How long we keep your personal information

All fundraising, marketing and communication records are kept for as long as is required for us to manage our relationship with you and in the way you have consented to in relation to our fundraising, marketing and communications activity. We will not keep your data for longer than is required for this purpose.

All records are destroyed confidentially once their retention period has been met, and RICE has made the decision that the records are no longer required.

## How you can access your information

We aim to ensure that the information we have for you is accurate and up-to-date. You can request to see this information and if for example you believe that something is incorrect or you do not wish us to retain it you can ask to have it corrected or deleted.

If you would like to request access to the information we hold please send your request in writing outlining a description of the information you want to obtain and a proof of your identity to The RICE Centre, Royal United Hospital, Combe Park, Bath, BA1 3NG. We do not accept requests of this nature by email as we must ensure that we only provide personal data to the individual it relates to. For further guidance please give us a call on 01225 476420.

If you wish to raise a complaint on how we have handled your personal information you can ask us to investigate the matter. Contact [info@rice.org.uk](mailto:info@rice.org.uk) or call us on 01225 476420.

If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can complain to the Information Commissioner's Office <https://ico.org.uk/>

The RICE Centre,  
Royal United Hospital,  
Bath  
BA1 3NG

[www.rice.org.uk](http://www.rice.org.uk)  
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