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## **RIPPLE SUICIDE PREVENTION CHARITY**

### **PRIVACY POLICY**

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## **BACKGROUND:**

Ripple Suicide Prevention Charity understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all our customers, clients, staff, and volunteers and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

At R;pple Suicide Prevention, privacy is at the heart of what we do. We are committed to protecting your privacy and the personal information that we hold. The purpose of this statement is to be clear and transparent about how R;pple uses your personal information, whether you are using our service, interested in volunteering, or just browsing our website.

### **1. Information About Us**

Ripple Suicide Prevention Charity

Registered Charity in England under Charity number 1194331.

Registered address: 4th Floor, Silverstream House, 45 Fitzroy Street, Fitzrovia, London, W1T 6EB.

Data Protection Officer: Thomas Kingston.

Email address: [info@ripplesuicideprevention.com](mailto:info@ripplesuicideprevention.com).

Postal address: 4th Floor, Silverstream House, 45 Fitzroy Street, Fitzrovia, London, W1T 6EB

We are regulated by the Charity Commission and the Fundraising Regulator

### **2. What Does This Notice Cover?**

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

### **3. What Is Personal Data?**

Personal data is defined by the UK GDPR and the Data Protection Act 2018 (collectively, "the Data Protection Legislation") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out below.

### **4. What Are My Rights?**

Under the Data Protection Legislation, you have the following rights, which we will

always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in this policy.
- b) The right to access the personal data we hold about you.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details within this policy
- d) The right to be forgotten, i.e., the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details within this policy.
- e) The right to restrict (i.e., prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling. We do not use your personal data in this way. For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in this policy.

It is important that your personal data is kept accurate and up to date. If any of the personal data we hold about you changes, please keep us informed if we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. We would welcome the opportunity to resolve your concerns ourselves, however, so please contact us first.

## 5. **What Personal Data Do You Collect and How?**

We may collect and hold some or all the personal and non-personal data set out in the table below, using the methods also set out in the table. We do not collect any 'special category' or 'sensitive' personal data relating to children data relating to criminal convictions and/or offences.

Data Collected	How We Collect the Data
<p>Personal information provided as a volunteer or employee at R;pple will include but is not limited to:</p> <ul style="list-style-type: none"> <li>Your Name</li> <li>Email address</li> <li>Mobile or home phone number</li> <li>Address information</li> <li>Banking and tax information.</li> </ul> <p>Personal information you provide to us when donating to R;pple will include but is not limited to:</p> <ul style="list-style-type: none"> <li>Your name</li> <li>Email Address</li> <li>Bank details</li> <li>Taxpayer status (to understand if we can claim Gift Aid)</li> </ul> <p>Correspondence</p> <ul style="list-style-type: none"> <li>If you contact us by email, we will retain a record of that correspondence.</li> </ul>	<ul style="list-style-type: none"> <li>Through supporters, donors and data subjects submitting a website form</li> <li>Through supporters, donors and data subjects emailing R;pple</li> <li>Through supporters, donors and data subjects signing up to the R;pple monthly newsletter</li> <li>Through supporters, donors, and data subjects through social media channels</li> <li>Through supporters, donors, and data subjects through third parties (such as JustGiving, Stripe)</li> </ul>

## 6. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table describes how we may use your personal data, and our lawful bases for doing so:

What We Do	What Data We Use	Our Lawful Basis
<p>Ripple Suicide Prevention Charity conducts the following activities:</p> <ul style="list-style-type: none"> <li>Raising awareness of mental health support services</li> <li>Reducing the number of individuals who self-harm</li> <li>Reducing the number of individuals who</li> </ul>	<p>Personal information provided as a volunteer or employee at R;pple will include but is not limited to:</p> <ul style="list-style-type: none"> <li>Your Name</li> <li>Email address</li> <li>Mobile or home phone number</li> <li>Address information</li> <li>Banking and tax information</li> </ul>	<p>The lawful basis for processing is as follows:</p> <ul style="list-style-type: none"> <li>Legal obligation</li> <li>Consent</li> <li>Legitimate interest.</li> </ul>

<p>take their own life</p> <ul style="list-style-type: none"> <li>• Maximising the number of organisations and individuals who deploy R;pple as a browser extension.</li> <li>• Raising funds for R;pple as a charitable organisation</li> <li>• Promoting R;pple as a suicide prevention organisation</li> </ul>	<p>Personal information you provide to us when donating to R;pple will include but is not limited to:</p> <ul style="list-style-type: none"> <li>• Your name</li> <li>• Email Address</li> <li>• Bank details</li> <li>• Taxpayer status (to understand if we can claim Gift Aid)</li> <li>• Correspondence - If you contact us by email, we will retain a record of that correspondence.</li> </ul>	
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With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email with information, news, and offers on our services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you can opt-out. We will always obtain your express opt-in consent before sharing your personal data with third parties for marketing purposes and you will be able to opt-out at any time.

We will only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in this policy.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.

In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

## 7. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

Type of Data	How Long We Keep It
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<p>Personal information provided as a volunteer or employee at R;pple will include but is not limited to:</p> <ul style="list-style-type: none"> <li>• Your Name</li> <li>• Email address</li> <li>• Mobile or home phone number</li> <li>• Address information</li> <li>• Banking and tax information.</li> </ul> <p>Personal information you provide to us when donating to R;pple will include but is not limited to:</p> <ul style="list-style-type: none"> <li>• Your name</li> <li>• Email Address</li> <li>• Bank details</li> <li>• Taxpayer status (to understand if we can claim Gift Aid)</li> </ul> <p>Correspondence If you contact us by email, we will retain a record of that correspondence.</p>	<p>We only keep your personal information for as long as required (for a period of up to 6 years after ending a relationship with a donor, supporter, or customer of R;pple Suicide Prevention), depending on what it was collected for, and in accordance with legal requirements and tax and accounting rules.</p> <p>If you have told us that you don't want to be contacted by R;pple Suicide Prevention, we will keep your details on a 'suppression' list to help ensure that we do not continue to contact you.</p>
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## 8. How and Where Do You Store or Transfer My Personal Data?

We will only store your personal data in the UK. This means that it will be fully protected under the Data Protection Legislation.

We ensure that your personal data is protected under binding corporate rules. Binding corporate rules are a set of common rules which all our group companies are required to follow when processing personal data. For further information, please refer to the [Information Commissioner's Office](#).

Please contact us using the details below for further information about the data protection safeguards used by us when transferring your personal data to a third country.

The security of your personal data is essential to us, and to protect your data, we take several important measures, including the following:

- limiting access to your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality;
- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so;

## 9. Do You Share My Personal Data?

We will not share any of your personal data with any third parties for any purposes, subject to the following exceptions.

We sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

If any of your personal data is shared with a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law.

If any personal data is transferred outside of the UK, we will take suitable steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the Data Protection Legislation.

We sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

## **10. How Can I Access My Personal Data?**

If you want to know what personal data, we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses. To make this as easy as possible for you, a Subject Access Request Form is available for you to use. You do not have to use this form, but it is the easiest way to tell us everything we need to know to respond to your request as quickly as possible.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within one month and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

**1. If you donate to R;pple Suicide Prevention.**

When you donate money to R;pple Suicide Prevention, we need to collect and use certain information about you to process your donation.

Donations are received by R;pple Suicide Prevention via Bank Transfer, Online Fundraising platform or Cheque payment only.

If you have donated to R;pple Suicide Prevention via an online fundraising platform, such as Virgin Money Giving or Just Giving, they will pass your information onto us to allow us to record and process your donation.

We will contact you to confirm that we have received your donation and to see whether you would like to keep in touch in the future.

We may use information from the same publicly available sources to identify who is responsible for a company's or trust's CSR, charitable giving and grant making policies and to identify an appropriate means of contact to enquire whether the organisation may consider supporting R;pple Suicide Prevention.

We may also aggregate and anonymise personal data that we collect, for research purposes. This anonymous data can no longer be linked to any person and may be used for a variety of purposes, such as identifying trends and patterns within our existing supporter base.

**11. How Do I Contact You?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

Email address: [info@ripplesuicideprevention.com](mailto:info@ripplesuicideprevention.com)

Postal Address: 4th Floor, Silverstream House, 45 Fitzroy Street, Fitzrovia, London, W1T 6EB

**12. Changes to this Privacy Notice**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available via our website. This Privacy Notice was last updated on 20<sup>th</sup> January 2022.



**This Policy Statement has been approved and authorised by:**

**Name:** Alice Hendy  
**Position:** CEO and Founder  
**Date:** 20<sup>th</sup> January 2022  
**Due for Review by:** 20<sup>th</sup> January 2023  
**Signature:** 