

Fields of Life Privacy Notice



At Fields of Life GB Limited (Fields of Life) we are very grateful for the support we receive through prayers, gifts and time. As a charity we rely on our supporters, staff, volunteers, team members and many other people who become involved with us to be able to fulfil our mission, and we thank God for each of you.

Having a positive relationship with our supporters is extremely important to us and we are committed to working in an open, ethical, responsible and honest way. We are committed to protecting your personal information and being transparent about what information we hold about you.

We aim to be clear about the ways we may collect your personal information, and how we use it for purposes that you may reasonably expect. In particular, we promise never to sell or share personal details with third parties for the purposes of their own marketing.

This privacy notice explains ways we might obtain your personal information and how we use it, including how we communicate with you.

Who We Are

Fields of Life is a non-denominational Christian International Development organisation committed to sharing the Christian faith by collaborating with local communities and churches in East Africa to bring about positive change through the provision of quality education, clean water, health promotion and other community based initiatives.

Fields of Life registration and contact details are as follows:

FIELDS OF LIFE GREAT BRITAIN

1090b Galley Drive

Kent Science Park

Placeholder text

Sittingbourne

Kent

Englang

ME98AG

Telephone: 028 92636200

Charity No: 1173249 | Company No: 09642193

For further information about our privacy notice and data protection, or anything else about the work of Fields of Life, please contact us as shown above or email info@fieldsoflife.org

What Information We Collect About You

Personal data is any information that can be used to identify you. We will only collect the information we need, including that to help us improve our services or which you agree we can collect.

This can include:

- Your name
- Contact details (email, postal address and telephone numbers)
- Bank account and credit/debit card details
- Photographs and videos
- Your taxpayer status (so that we can claim Gift Aid on any donations you may make)
- We may also collect Internet Protocol (IP) addresses (the location of the computer on the internet), details of pages visited on our websites and files downloaded.

Data Protection law recognises certain categories of personal information as sensitive, and this includes information relating to health, race, ethnicity, religious or philosophical beliefs and political opinions. We do not collect this information unless there is a clear reason for doing so, such as involvement on a team or at an event where this information is needed to ensure safeguarding to carry out appropriate checks on volunteers. When we collect such information, we will make it clear what we are collecting and why, as well as our legal basis for processing this information.

How Do We Collect Information About You

Personal information is collected directly from you when you interact with Fields of Life, for example making a donation, purchasing a gift or ticket for an event, sending or receiving an email, making an enquiry, visiting our websites, engaging with our social media, participating in an event, signing up to a campaign or for one of our newsletters. We may also receive information about you indirectly, from other sources including fundraising sites such as MyDonate or JustGiving. These independent third parties will only do so when you have indicated that you wish to support Fields of Life, and with your consent. When you provide your information to them you should check their privacy policy to understand fully how they will process your data. We may also obtain information about you from publicly available sources, such as Companies House, LinkedIn, grant-making trusts and Government websites, biographical directories and information that has been published in reputable media. This allows us to get a better understanding of our supporters and those who engage with us in order to help us to improve our fundraising methods and resources.

Website and Social Media Use

We use Google Analytics and the Facebook Pixel to collect information about how our website and Facebook page is used. These help us to know the number of users that visit our websites, what pages they visit when they do so, and how they use our content online. Like many organisations, we use cookies to help us make our website work better. When you access our website, we use cookies to save to your computer the particular regional you have selected. You can also turn off your cookies so that we can't access that information.

Using social media is a great way for us to update you on our work, and let you know the difference your support is making. Using this method is the most efficient way for us to reach more people who are likely to take an interest in our work, meaning we use our funds most effectively.

We may provide your name and email address to Facebook so that they can determine whether you are a Facebook account holder. You may then be shown Facebook adverts from Fields of Life. Your data is sent in an encrypted format that is deleted by Facebook if it does not match with a Facebook account.

We may also use your data to create 'lookalike' audiences on Facebook. This means that Facebook will match interests, behaviour and demographics of Fields of Life supporters to identify other Facebook users who closely match their interests. Facebook will then service adverts to these people promoting Fields of Life's work. Using this method is the most efficient way for us to reach more people who are likely to take an interest in our work, meaning we use our funds most effectively.

To opt out of the above contact info@fieldsoflife.org

If you are aged 16 or under and would like to get involved with us such as participate at an event, on a team or in a shop, or if you want to make a donation, please make sure you have your parent or guardian's permission before giving us your personal information.



How We Use Your Information

The information we gather helps us communicate with you in ways that you want, to process your donations efficiently and to send you updates and information about our work. The personal data that you provide is used in the following ways:

For administration purposes:

- To process any donation(s) or other payments we may receive from you, and take any follow up administrative action, such as sending a receipt and processing Gift Aid
- To contact you about a donation you have made or event you have expressed an interest in or registered for
- To process event and/or team bookings
- To record the contact that we have with you
- To invite you to participate in surveys or research
- For internal record keeping, such as the management of feedback or complaints
- To notify you about changes to how we operate
- To analyse and improve how we operate
- To analyse the use of our websites and ensure its content is presented in the most effective manner for you
- To track emails and record what emails have been opened and read, deleted and interacted with (such as clicking on links in the emails)

To share information about our work:

- to provide you with information that you have requested about our work or our activities
- to provide you with information about other supported work, events or programmes we offer that are similar
- to those you have already enquired about and to which you have not objected to receiving
- to provide you with information about Fields of Life and how you can support our work as a charity (where you have consented to receiving this information)
- to further our legitimate charitable aims such as sending you information about how donations are being used or sending you an annual report

Fields of Life likes to keep our supporters informed about our activities and their impact in East Africa, as well as information on events, fundraising appeals and other news, and ways you can become involved with us. We may send this information by email where you have agreed to be contacted in this way. If you have supported our work in the past, and have provided us with your postal address, we may send this information to you through the post, unless you have asked not to be contacted in this way.

You can choose at any time which marketing and other materials you want to receive from Fields of Life. You can also let us know at any time if you'd like us to change the way we share this information with you or if you want to stop receiving it altogether, by contacting us on email, phone or post as indicated above. If you receive our e-zine or other electronic communication, you can also unsubscribe through the link in the email we send.

Legal Basis for Processing

Legitimate interest considers the interests of Fields of Life as a charity alongside your reasonable expectations on the use of your data. We rely on legitimate interest to communicate with existing supporters whom we have interreacted with over the previous 3 year period. If you have provided us with your postal or telephone contact details but haven't specifically opted-in to receive our communications, then we will carry out an assessment of whether it would be fair and reasonable to use your details to send to you, by post, marketing and fundraising information, annual reports and/or thank you letters and receipts to those who have made a financial gift.

You can let us know at any time if you would prefer not to receive these communications.

When you sign up to a newsletter or opt-in to our communications using our forms (e.g. a donation form or online form) or in person, then you are giving us your consent to send you marketing and fundraising materials by the methods you have chosen (e.g. email or phone call). We will never send you marketing by email or SMS without your consent, and you can change or withdraw your consent at any time.

We will ensure we have a legal basis to use your personal information for all purposes mentioned in this policy. This will usually be either consent or legitimate interest as detailed above, but may also include legal obligation for any legally required activities, such as Gift Aid returns to HMRC.



Keeping Your Information Safe

We take the security of your information very seriously. We will ensure there are appropriate controls and procedures in place and will take all reasonable efforts to keep your details secure. For instance, information submitted online is encrypted and stored on secure servers. We have systems in place to help prevent the loss, misuse or alteration of personal data under our control. Only authorised personnel are able to access personal information, and this access is password protected (for electronic data) or secured via locked filing cabinets (for information in paper files in our office).

We will share and allow access to your personal information only to third parties who provide a service to us. These companies and individuals perform functions on our behalf such as support our supporter database software, send postal mail and emails, print and/ or send our fundraising and marketing materials, process bank and credit card payments. We carefully select these partners and will only share information with them if we are confident that they have necessary security measures in place, and we have a contract with them that assures this.

Fields of Life will never sell or share your personal information with other organisations to use for their own purposes, though we may have to disclose your details to police, regulatory bodies or others when we are required to by law. Additionally, if we run an event in collaboration with another named organisation, your details may need to be shared with them and those who provide services to help us deliver the event. We will make it clear what will happen to your data when you register for the event.

Payment by credit and debit card

If you use your credit or debit card to donate to us, buy something or pay online or over the phone, we will ensure that this is done securely and in accordance with the Payment Card Industry Data Security Standard. Only those staff authorised to process payments will be able to see your card details. Once your transaction is completed, we do not store your full credit or debit card details. All transactions online are processed by PayPal, Stripe or GoCardless, and all card transactions processed offline are through PayPal.

We hold bank account details for the purpose of collecting direct debits in accordance with direct debit mandate rules.

Location of your data

All of the information we hold is stored within Europe, and will not be transferred to countries outside the European Economic Area (EEA).

Keeping Your Information Up to Date

We will keep your information accurate and up to date using publicly available sources where possible. However, we would appreciate it if you could inform us of any changes to your contact or other personal details, so we can keep our records accurate and have consent to use the updated details to continue to communicate with you.

We will keep your personal information for only as long as is necessary for the purposes for which it is processed. Some information has legal requirements for retention, for instance information associated with Tax Relief declarations which must be retained for 7 years.

Should you ask us not to contact you, we will need to keep some limited basic information about you to enable us to comply with your request.



Your Rights

You have the right to request a copy of the personal information we hold for you. If you notice any discrepancies in the data we hold about you, please let us know so we can amend or update them.

Requests to access your information can be made via email, post or telephone call as indicated above. Fields of Life will need to carry out some checks to ensure that information is only given to the individual that the information relates to. Fields of Life will not charge for this, but may take up to one month to provide this information.

As detailed above, you also have the right to change, at any time, the consent that we have in terms of how and what we communicate with you.

You also have the right to:

- object to processing of personal data that is likely to cause, or is causing, damage or distress
- prevent processing for the purpose of direct marketing
- claim compensation for damages caused by a breach of the Data Protection regulations.

For further information on how your information is used, how we maintain the security of your information and your rights to access information we hold on you please contact us as shown above.

If you have a concern about the way we are collecting or using your personal data, you should raise your concern with us in the first instance. You can also raise it directly to the Information Commissioner's Office at <https://ico.org.uk/concerns>

Changes to this Notice

We keep this Privacy Notice under regular review and may change it from time to time. If we make any significant changes in the way we treat your personal information, we will make this clear on our website and/or by contacting you directly.

This notice replaces all previous versions, to include further details of your rights, and minor amendments on how we collect and how we use your data. It is correct as of 16 November 2021.

If you have any questions, comments or suggestions about this notice, please contact us as shown above.



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