

A photograph of two men sitting at a light-colored wooden table in a room with a brick wall. The man on the left has a beard and is wearing a white shirt and a dark vest. The man on the right is bald with a beard and is wearing a dark blue t-shirt. They are both smiling and looking at a colorful grid on the table. A red cup is on the table. In the background, there is a white abstract sculpture and a brick wall.

Crisis

**We value
your trust**

**Together
we will end
homelessness**

A brief guide to what we do with your data

You may have had a long relationship with us, giving either generous financial support or volunteering as one of the many thousands who make our Crisis at Christmas Centres a success every year. You may have become a supporter on the recommendation of a friend or business colleague. Or you may have been invited to an event where you have met fellow supporters, staff and people we work with on their journey out of homelessness.

However you begin your relationship with us, we want to make sure you're comfortable with how we look after your personal data. This booklet gives a snapshot of the areas of our privacy policy which may most impact you.

Before we get started, there are two things we want to make clear from the outset:

1. Firstly, our core privacy policy can be found at **www.crisis.org.uk/about-us/privacy-statement**
2. Secondly, if you object to any of the ways we process your information described below, or you want to change how you hear from us, get in touch by calling Supporter Services on **08000 384838** or email **supporter.helpline@crisis.org.uk**

- We may use your contact information to invite you to meetings and events, send information about projects you may be interested in, or update you on how your support is changing the lives of homeless people.
- As we are almost entirely reliant on fundraised income (less than 2% of our income is Government funded*) to continue our vital work, it is in our legitimate interest to use personal information in the ways described, to help us use our resources effectively.
- If we invite you to an event or to meet with one of our members of staff, we want to make the best use of your time. Therefore, we may use existing supporter information and publicly available information to ensure we have a more informed conversation with you.
- Existing supporter information would include any past donation history, and a record of communications sent or received by you.
- Publicly available information would include professional profiles (e.g. LinkedIn, corporate biographies) and MINT (Companies House records).

- We want to have the best possible conversations with you. Therefore, we may create a profile of your interests, preferences and level of potential future donations so that we can contact you in the most appropriate way.
- We will always tell you if we are holding the additionally sourced information described in this booklet and we will always respect your right to have this information deleted.
- We will ensure that all information we have about you is stored on our secured systems and will only be shared with staff, Trustees or advocates within the organisation.

Any Questions?

Should you object to the processing of your personal information in any of the ways described we will respect your wishes, and act upon them.

Should you have any questions about anything contained in this booklet, then please get in touch with our Data Protection Officer, Beverley Adams-Reynolds via email: **data.protection@crisis.org.uk**

*figure based on 2018/19 statutory accounts



Crisis

66 Commercial Street, London, E1 6LT

Tel: 0300 636 1967

www.crisis.org.uk

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