



For the people, by the people

Dinwoodie Drive, Basingstoke  
Hampshire, RG24 9NN  
01256 360419  
[www.arkcancercharity.org.uk](http://www.arkcancercharity.org.uk)  
Twitter: @Ark\_Charity

## Privacy Policy

The Ark Day Organising Committee (“we”) promise to respect any personal data you share with us or that we get from other organisations and to keep it safe.

We aim to be clear when we collect your data, and not do anything you wouldn't reasonably expect.

We operate an 'opt-in only' communication policy. This means that we will only send marketing communications to people and organisations that have explicitly stated that they are happy for us to do so via their preferred channel(s) (email, SMS, phone or post).

Our marketing communications include information about our latest fundraising events, campaigns and updates on Ark Cancer Centre Charity and the new HHFT cancer treatment centre.

We may be required to change our Privacy Policy from time to time.

### **Where we collect information about you from other fundraising sites:**

#### **We collect information in the following ways:**

- You may give us your information in order to sign up for one of our events, make a donation, tell us a story or to communicate with us. Often when you support us, your information is collected by an organisation working for us. But we remain responsible for your data at all times.

#### **When you give your information to us indirectly:**

- Your information may be shared with us by independent event organisers i.e. London Marathon or by fundraising sites like Just Giving, Virgin Money Giving or The Good Exchange. These third parties will only do so when you have indicated that you wish to support Ark Day/Ark Cancer Centre Charity and with your consent.

#### **When you give permission to other organisations to share it or it is available publicly:**

- The information we get from other organisations may depend on your privacy settings or the responses you give when donating.



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**What personal data we collect and how we use it:**

- Supporters: If you support us eg. make a donation, volunteer, fundraise, sign up for an event, we may collect: Your name Your address Bank or credit card details.

**Why you have decided to donate to us:**

- The event you will be organising or taking part in for Ark Day will support Ark Centre Centre Charity Reg 1149758.

**We will mainly use your data to:**

- Provide you with the information you have requested
- Administer your donation or to support your fundraising, including processing of gift aid
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted.

**Direct Marketing:**

- With your consent, we may contact you to let you know about the progress we are making, and ask for donations or other support. We will make it easy for you to contact us to advise us the best way to communicate with you. Our forms will have clear preference questions which will enable you to 'opt out' from contacting you.

**Sharing your own story:**

- We will not share or sell any personal data to third parties for the purpose of marketing. However, if we run an event in partnership with another named organisation, your details may need to be shared. We will be very transparent what will happen to your data when you register for the event. Often people come to us with their own experiences with cancer. This may include sharing sensitive information with ourselves related to their health or their family. If we have explicit and informed consent of the individuals or their parent (if they are under 18), this information may be made public by us in marketing materials, promoting events, campaigning, and fundraising.

**How we keep your information data safe and who will have access to it:**

- We will ensure that we have the appropriate security controls in place to protect your personal details. We undertake routine reviews of who will have access to your data and it will only be accessible for our appropriately trained staff and contractors.

**Keeping your information up-to-date:**



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- We really appreciate it if you can please advise us if your contact details change. You have a right to know what we know about you, to make changes, or to ask to 'opt out' at any time from contact with ourselves. You also have the right to ask for a copy of any of the information we hold about you. We may charge £10 to cover the costs involved. If you wish to access your information, please send a description of the information you would like access to and proof of your ID by post to Ark Day Organising Committee, c/o Ark Cancer Centre Charity, The Ark Conference Centre, Dinwoodie Drive, Basingstoke RG24 9NN. We cannot accept email requests as we would be unable to ensure we are providing the information to the correct person. If we make any significant changes to the way we treat your personal information, we will make this clear on the Ark Day website or by contacting you directly.  
If you have any questions, please send these to [info@arkcancercharity.org.uk](mailto:info@arkcancercharity.org.uk) and for further information see the Information Commissioners guidance here <https://ico.org.uk/for-organisations/guide-to-data-protection/>