

## **Subject & reason for paper – Fair Collection Statement, providing the framework for data capture meeting all legislation requirements with supporters at RMC**

**GDPR** – Requirement of agreed statement and guidance for recording and applying communication preferences throughout RMC regarding supporters, potential supporters etc <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/> This can be opt in or legitimate interest (opt out)

**PECR** - Requirement of agreed statement and guidance for recording and applying express consent throughout RMC regarding supporters, potential supporters etc <https://ico.org.uk/for-organisations/guide-to-pecr/what-are-pecr/> This can only be with express consent for electronic communications such as email and SMS

To be implemented as soon as possible upon agreement, to start a consistent approach to gathering, recording and adhering to communication preferences across the organisation.

### **Background**

- RMC currently doesn't have a process and supporting resources in place for data collection (GDPR and PECR) with regards to supporters, or people interested in RMC.
- Without this in place, RMC are unable legitimately to stay in touch with those that support the charity outside grant givers who sit outside this as their purpose is to receive contact from charities/organisations.
- Local Authority contacts and councillors are arguably outside this piece of work too, as long as updates sent to many are operational (We probably need to understand this slightly better)
  
- RMC needs to start recording supporters and interested people so that we:
  - Understand who our supporters are, and how they give. Trends can be identified using this data.
  - Enable RMC to create and implement a communications and engagement strategy beyond saying thank you, strengthening the relationship with those who support us, leading to increased donations and support.
  - To have every supporter's/potential supporters' information in one place with their contact info, giving history and communication preferences is best practice, and we're currently looking into low cost databases

### **Examples of who these people are:**

- ✓ Someone who gives monthly through Just Giving
- ✓ The family of someone who leaves us a legacy if we have their details
- ✓ Someone who Fundraises for us perhaps taking part in a sponsored event
- ✓ The leader of a Guide pack and the guide pack where we have delivered a presentation
- ✓ Schools who engage with us, with a personal contact at the school
- ✓ Corporates who support us, perhaps with Gifts in Kind currently

NOTE: RMC are following all guidance relating to clients data, we simply need to do the same with our supporters.

**Suggested Fair Collection statement, which can be used on all channels of communication (paper and online) when gathering a person's data. The recommendation is to go legitimate interest and opt for post and phone, it's much easier to gather data using opt out re GDPR.**

### Can we keep in touch ?

- RMC will hold and use your personal data gathered through non-service delivery mechanisms mainly for operational, planning and administrative purposes. However, from time to time we may also use this information to keep you updated about our work and how you can get involved with either our fundraising opportunities or volunteering. We will never sell your details to other organisations.
- We will keep a record of your permission on file but should you wish to change your preferences at any time, just contact us on 01902 311554 or email [info@rmcentre.org.uk](mailto:info@rmcentre.org.uk) For full details of our Privacy Policy please visit [www.rmcentre.org.uk](http://www.rmcentre.org.uk)

If you are **happy** for us to use your email address for these purposes, please tick here

If you are **happy** for us to use your mobile to text you for these purposes, please tick here

If you would prefer **not** to hear from us by **post** please tick here

If you would prefer **not** to hear from us by **phone** please tick here

If the board agrees, we can move to putting this in place across all our platforms. If there are questions before a decision is made, please forward questions for a speedy response which can be done by email follow up.