



Privacy Notice

At Living It Up ("we", "us", or "our"), we are committed to protecting your privacy and looking after the personal information you share with us. This privacy notice explains how we collect, use, and store your personal data when you visit our website, support us, or use our services.

We are registered as a data controller with the Information Commissioner's Office (ICO). Our registration number is ZB595219.

1. What Information We Collect About You

We may collect and process personal data about you depending on how you interact with us. This includes:

- **When you donate:** Your name, contact details, payment information (processed securely via our payment provider), and whether you are eligible for Gift Aid.
- **When you sign up to volunteer:** Your name, email address, phone number, and any relevant skills, availability, or references you provide.
- **When you contact us (via email or our contact form):** Your name, email address, and whatever information you choose to include in your message.
- **When you subscribe to our newsletter:** Your name and email address.
- **When you browse our website:** Technical information, including your IP address and how you interact with our site, collected via cookies.

Sensitive Information

We do not normally collect "special category" data (such as health information, ethnicity, or religious beliefs) through our website. If you share this information with us to access specific support services, we will always ask for your explicit consent before recording it.

2. How and Why We Use Your Data

Under the UK General Data Protection Regulation (UK GDPR), we must have a lawful reason to use your data. We use your information to:



- **Process donations and claim Gift Aid:** We do this to fulfill our legal obligations and process your financial support (**Legal Obligation/Performance of a Contract**).
- **Keep in touch with you:** If you sign up for our newsletter, we send updates based on your permission (**Consent**). You can unsubscribe at any time by clicking the link at the bottom of any email.
- **Manage volunteers and supporters:** We process volunteer applications to coordinate our teams (**Legitimate Interests**).
- **Improve our website:** We look at how people use our site to make it better and easier to navigate (**Legitimate Interests**).

3. Sharing Your Information

We will **never** sell or rent your personal information to third parties for marketing purposes.

We only share your data with trusted service providers who help us run our charity, such as:

- Our website hosting and analytics providers (e.g. Google Analytics).
- Our secure payment processors (e.g. Stripe, PayPal, or LocalGiving).
- Our email newsletter platform (e.g. Zeffy).
- HMRC (purely for Gift Aid claims).

All of our partners are required to keep your data secure and use it strictly according to our instructions.

4. Cookies

Our website uses small text files called "cookies" to help the site run smoothly and to see how visitors use it. You can choose to accept or decline cookies using the banner that appears when you first visit our site, or through your browser settings.

5. How Long We Keep Your Data

We only keep your personal information for as long as we reasonably need it to carry out our charitable work or to comply with the law. For example:



- We hold **Gift Aid records** for 6 years after the end of the tax year to satisfy HMRC rules.
- We hold **newsletter subscription details** until you choose to unsubscribe.
- If you contact us with an enquiry but do not enter into a contract or formal agreement with us, we will retain your personal data for a maximum of 6 months following our last communication, after which it will be securely and permanently deleted.

When we no longer need your data, it is securely deleted or anonymised.

6. Your Legal Rights

You have complete control over your personal data. Under UK GDPR, you have the right to:

- **Access it:** Ask us for a copy of the personal data we hold about you.
- **Correct it:** Ask us to update or change incorrect information.
- **Delete it:** Ask us to delete your personal data from our systems (where we do not have a overriding legal requirement to keep it).
- **Object or Restrict:** Ask us to stop using your data for certain things, like marketing.

To make a request, please contact us using the details in Section 7 below. We will respond to you within **one calendar month**.

7. How to Contact Us

If you have any questions about this privacy notice, how we handle your data, or if you want to exercise your legal rights, please contact our Data Protection Lead:

- **Email:** fizz@lovelivingitup.org
- **Postal Address:** Living It Up, St Cuthberts Hall, Newnham Street, Bedford, MK40 3JR

If you are unhappy with how we have used your data, you also have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**. You can visit their website at www.ico.org.uk or call their helpline on 0303 123 1113.