

PRIVACY NOTICE



LAST UPDATED:

29/09/2025

RFA Beauty Foundation Privacy Notice

RFA Beauty Foundation (charity no. 1167975) is a Stoke-on-Trent charity supporting single and vulnerable mothers (including those with no recourse to public funds) and their babies. We are committed to protecting your privacy. This notice explains what personal data we collect, how we use it, who we share it with, and your rights.

What Personal Data We Collect

We only collect personal information that we need for our charity's work. This includes:

- **Contact details:** When you get in touch or fill in a form (e.g. a contact or referral form), we collect information like your name, address, phone number and email. We also keep correspondence (emails, messages) so we can respond to you.
- **Service user information:** If you receive support from us, we collect details about your situation and needs (e.g. information you provide on a referral form). This helps us support you. If any sensitive details are involved (such as health or immigration status), we only collect them with your consent and handle them with care.
- **Donor/supporter information:** If you donate to us, we record your name, contact details and donation details. If you complete a Gift Aid declaration, we collect the information needed to claim Gift Aid. We use these details to process your donation and meet our legal obligations. If you have agreed to hear from us, we will also use your contact details to send you updates about our work.
- **Website use data:** When you visit our website, we may collect basic technical data (like your IP address and cookie preferences) to understand how our site is used and to improve it. You can control cookies through your browser. We do not use this data to identify you personally.

We also hold similar personal data about our staff, volunteers and job applicants to manage our team.

We do not collect more data than necessary, and we never sell your personal information.

How We Use Personal Data

We use personal data for purposes that you would expect, including:

- **Providing services and support:** We use your information to deliver the assistance you have requested and to help us improve our programs.

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- **Communicating with you:** We use your contact details to keep in touch. If you are a service user, we may send reminders or information related to your support. If you are a donor or supporter, we will send you newsletters or updates about our charity only if you have opted in. You can change your preferences or opt out at any time.
 - **Administration and legal compliance:** We process data to manage our operations and fulfill our legal duties. For example we keep donation records for accounting and tax purposes (such as Gift Aid), and retain certain information when required by law (e.g. safeguarding).

We do not use your data for automated profiling or decision-making.

Legal Bases for Processing

We always ensure we have a lawful basis before using personal data. The main bases we rely on are your consent (for instance, when sending you marketing communications), our legitimate interests in running a charitable service (balanced with your rights), and legal or contractual obligations (for example, complying with tax law or fulfilling an employment contract) .

How Long We Keep Data

We keep personal data only as long as necessary for the purpose it was collected, and to meet any legal requirements. For example, we generally keep donation records (including Gift Aid information) for about six years to comply with tax rules. Simple enquiry emails might only be kept for a short time after we've responded. We don't keep your information indefinitely – once we no longer need it, we securely delete or anonymise it.

Who We Share Information With

We treat your information as confidential. We only share data with third parties when it's necessary for our work or required by law:

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- Service providers: We use trusted third-party services to help run our charity. For example, we might use Google Forms for surveys or a secure cloud provider to store data. These providers act on our behalf and must keep your information secure and confidential.
 - Partner organisations: We may share information with partner charities or agencies that are working with us to support you. For instance, if we refer you to a food bank or housing service, we will share only the details they need, and only with your consent.
 - Funders: We sometimes report summary information to funders to show the impact of our work. This may include anonymous statistics or general outcomes. We will not share your name or contact details with funders without your permission.
 - Legal requirements: If we are required by law to disclose information, we will comply. For example, we might need to provide data to law enforcement or social services (e.g. a court order or safeguarding issue). In such cases, we only share what is necessary.

We do not send your personal data outside the UK.

Your Rights

Under the GDPR, you have rights regarding your personal data:

- Access: You can request a copy of the personal information we hold about you.
- Rectification: You can ask us to correct inaccurate or incomplete information.
- Erasure: You can request that we delete your data in certain circumstances.
- Restrict or object: You can ask us to limit how we use your data, or object to a particular use. For instance, you have the right to stop your data being used for direct marketing.
- Withdraw consent: If we are relying on your consent to use your data, you can withdraw that consent at any time.

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- **Complain:** If you're concerned about how we've handled your data, please contact us and we will try to resolve it. You also have the right to complain to the UK Information Commissioner's Office (ICO) if you are not satisfied with our response.

Contact Us

If you have any questions about this privacy notice or want to exercise your rights, please contact our Data Protection Lead:

Email: info@rfabeautyfoundation.co.uk