
British Council Fundraising Privacy Statement

Our partners and supporters are extremely important to us, and this Privacy Statement explains how the British Council Fundraising team collects, stores, manages and protects your data. It outlines the types of data we hold and how it is used. We aim to be clear when we collect your data, and not use it in ways you would not reasonably expect.

WHO WE ARE AND WHAT WE DO

The British Council Fundraising team fundraises and connects potential partners, as part of the broader goal of the British Council to generate mutual trust and understanding between nations. Fundraising is a key part of our work, and we are committed to working in a transparent, ethical, responsible and honest way. To reflect this commitment, we are committed to the Fundraising Regulator's Code of Practice www.fundraisingregulator.org.uk.

We are part of the British Council, registered charity number 209131 and the British Council is the Data Controller. The data referred to in this statement is held on a database hosted on a secure server within the British Council network. Full details of the British Council's data protection policies are available here: <https://www.britishcouncil.org/privacy-cookies/data-protection>

OUR RESPONSIBILITIES AND LEGAL OBLIGATIONS FOR PROCESSING YOUR DATA

As part of our work we process and store personal information relating to staff, current and potential supporters, artists, practitioners, institutional leaders and friends of the British Council. We therefore adhere to the Data Protection Act 1998 and all related Data Protection legislation ensuring the personal information we obtain is held, used, transferred and processed in accordance with the Act. When this Act is updated, revised or replaced we will review our data processing practices as required by and in line with the most current UK legislation. The British Council Fundraising team processes the information outlined in this Privacy Statement to pursue our interests in:

- communicating with current and potential supporters
- providing benefits and information to staff and supporters
- furthering the British Council's charitable mission (which includes fundraising and partnership working)
- enabling the British Council to achieve its strategic and operational goals

We may pursue these interests by contacting you by telephone, email, post or social media. Information about how you can manage the ways that we contact you, including how to opt out from some or all contact from the British Council Fundraising team is outlined in the 'Your rights' section below.

THE DATA WE HOLD. HOW AND WHY WE USE IT

The personal data we store and process may include:

- name, title, gender and date of birth
- contact details including postal address, email address, phone number and links to social media accounts
- your contact preference

- information about your connections to the British Council, both currently and in the past
- a record of your financial donations to us or partnership history
- your occupation, company and professional activities
- records of communications sent to you by the British Council Fundraising team, wider British Council teams or received from you
- volunteering by you on behalf of the British Council
- your relationship to staff at the British Council

This data may be used for a range of supporter engagement, which may be sent by mail, email, telephone and social media, this includes:

- sending British Council publications
- notification of events
- fundraising programmes

The British Council Fundraising team does not store any credit or debit card details and is fully PCI-DSS compliant. Bank details used for processing Direct Debits are stored by a trusted third-party, under the Direct Debit Guarantee scheme.

We do not swap, sell or rent your personal information to third parties.

DATA COLLECTED FROM PUBLIC SOURCES

We may gather data about you from publicly available sources, to help us to understand more about you as an individual and your ability to support the British Council, including financially. In order to understand this publicly available data, and data you have given us directly, we may use a trusted third-party partner. This process is referred to as Wealth Screening, and you will always have the right to opt out of this processing.

FUNDRAISING

Wealth screening is used to focus conversations we have with you about fundraising and volunteering effectively, and ensure that we provide you with an appropriate experience as a donor or potential donor.

The data held as part of this process may include:

- your recreations and interests
- family and spouse/partner details and your relationships to other supporters and friends
- Gift Aid status, where applicable
- information about your wealth
- information about your donations to other institutions
- media articles about you
- social media posts or images in the public domain or if you have agreed to share a link with a staff member
- information on your engagement in British Council meetings, events, groups or networks

DONATIONS

As a registered charity the British Council complies with charity law. Therefore, we use publicly available sources to carry out due diligence, where we research our potential donors to ensure that

they and the gift comply with charity law and meet money laundering regulations. We hope we never have to, but we may in some cases return a gift should a donor's status or reputation change following receipt of the gift.

WHO WE WORK WITH

As part of our day-to-day work, we may employ service providers who operate on our behalf. Examples of service providers include a printer who is personalising the communications we send to you or a payment provider who processes donations for us. In these circumstances, they will only have access to the personal information they need to fulfil that service. They will only use that information for the purposes as instructed by us.

ONLINE ANALYTICS

Online tools may be used to help us improve the effectiveness of our communication with you, including tracking whether the emails we send are opened and which links are clicked within a message. We monitor website visits and use tools such as Google Analytics to improve our website and services.

YOUR RIGHTS

If you do not respond to our communication we shall stop communication with you after three years. After seven years, we will remove your data.

We will always try to ensure that the data we hold for you are up to date, reasonable and not excessive. You will always have the right to:

- be informed as to how we use your data (via this Privacy Statement)
- access or request a copy of the data we hold about you
- update, amend or rectify the data we hold about you
- change your communication preferences at any time to restrict how we process your data, or opt out of some or all communication from the British Council Fundraising Team
- ask us to remove your data from our records
- withdraw consent, where it is used as a legal basis for processing
- object to or restrict the processing of your information for any of the purposes above

If you have any questions about this Privacy Statement, or would like to receive a copy of the information we hold about you, please contact us at:

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