

Why we need this notice

Salford Foundation is a charity tackling disadvantage and changing lives of children, young people and adults in Salford and Greater Manchester. We use fundraising and marketing activities to promote and fund our charitable work. This notice contains important information about how we process information about individuals who support our work and are interested in our projects and services (supporters) and individuals who make donations to help fund our work (donors).

Below is our Data Protection Privacy Notice (Fundraising & Marketing). Please read the notice carefully and keep it in a safe place as it contains important information about:

- who collects personal information about you;
- which information we collect and how and why we do so;
- how we use the information and who we may share it with;
- where we may hold your personal information;
- how long we keep your information;
- your rights to correct and access your information and to ask for it to be erased;
- details of where you can find further information about some of the matters listed above; and
- how to complain if we get things wrong and cannot resolve them for you.

We ('Salford Foundation') respect your privacy and are committed to protecting your personal data and being transparent about how we collect and use your data. We demonstrate this through operating within the requirements of UK General Data Protection Regulation (GDPR) and by building in appropriate safeguards during the collection, storage, processing, sharing and disposing of personal data.

Please, therefore, do not hesitate to contact our Data Protection Officer Mairi Palmer dpo@salfordfoundation.org.uk who will be pleased to help with any queries you might have.

This notice explains what personal data (information) we will hold about you, how we collect it, and how we will use and may share information about you during the application process. We are required to notify you of this information, under data protection legislation. Please ensure that you read this notice (sometimes referred to as a 'privacy notice') and any other similar notice we may provide to you from time to time when we collect or process personal information about you.

Who collects the information

Salford Foundation Limited ('Company') is a 'data controller' and gathers and uses certain information about you. We are a registered charity (registered in England and Wales: 1002482) and a company limited by guarantee (company number: 2472369).

Our registered address is:

**Salford Foundation
Foundation House
3 Jo Street
Salford M5 4BD**

Salford Foundation's Data Protection Officer, Mairi Palmer, is responsible for data protection compliance and for answering any questions you have about this privacy notice. You can contact her at the above address, by email: dpo@salfordfoundation.org.uk or by phone 0161 787 8500.

Data protection principles

We will comply with the data protection principles when gathering and using personal information, as set out in our Data Protection Policy.

About the information we collect and hold

The table below summarises what **personal** information we collect and hold on **Supporters and Donors** to promote our charitable work, how and why we do so, how we use it and with whom it may be shared.

What

Contact Data	Your name, home address, email address & telephone number
Work Information	Your job title, employer/organisation details, work address, work email, work telephone number.
Communications Data	Emails, Telephone messages, content submitted via social media platforms, content submitted via website, content submitted via online registration forms, notes and records of conversations and meetings, data consent, information about your communications preferences.
Financial Data	Debit/Credit Card Details, Bank Details, Tax status, Donation history, Record of one off or regular donations you have made to us directly or through 3 rd party emails, platforms; Gift Aid Information.
Marketing Data	Information about your fundraising and marketing preferences, including whether you have agreed to receive information on fundraising campaigns, newsletters, meetings, activities and events.

We seek to ensure that our information collection and processing is always proportionate. We will notify you of any changes to information we collect or to the purposes for which we collect and process it.

4. How do we collect information about you?

Information is collected in several ways including the following

- In person when you attend a meeting, fundraising, partnership, business or networking event
- Via telephone, email or in writing where you express an interest in our work, register for training or an event, or make an enquiry.
- Online when you submit your contact details directly to us or a colleague via our website, subscribe to newsletters or connect with us using social media platforms.
- Online when you use a 3rd party charity partnership or fundraising platform that collects your personal data and passes it to us.

5. What is our legal basis for processing data?

Under the General Data Protection Regulation (GDPR), we must have a legal reason to keep your data and process it. When you make a donation to us, we will process your data on the basis of legitimate interest. We do this because we cannot process your donation and manage our relationship with you without using your personal information. When processing personal information based on a legitimate interest, we will make sure that it is exercised proportionately and is always balanced against the privacy rights and other legal rights you have as an individual. We may send communications about our charity work to our supporters, donors and other interested parties. This may include newsletters and marketing information on our projects, services and events; awareness campaigns on key topics and issues relating to our charitable work; fundraising campaigns and materials to help fund our charitable work. We will only do so where you have expressly consented to receive fundraising and marketing information based on your preferred communication method. Whenever we send such a communication, where possible, we will include an option for you to **unsubscribe** from receiving further communications.

6 Profiling on supporters and donors

We aim to build long term relationships and partnerships with existing supporters and prospective donors including individuals, Private Companies, and Trusts and Foundations, ensuring their donations support our charitable objectives and relevant projects and services. Our fundraising team may gather information about you from publicly available sources. For example, this may include Companies House, the Charity Commission of England and Wales, Grant Directories, Business Directories, local and national press and media. This helps us to understand more about you as an individual or organisation, your ability and potential interest to support our charity work. For financial donations **above £5k**, we may also use publicly available sources to carry out due diligence on individuals who control Private Companies and Trusts and Foundations, in line with our **Ethical Fundraising Policy**. We are committed to working in a transparent, ethical, responsible and honest way. If you prefer that your personal data was not used for the purposes of profiling, you can contact our Data Processing Officer using the details in the 'Who we are' section above.

7 How we use your information and who we may share it with?

We collect and retain personal information in order, manage our relationship with you, to inform you of future opportunities that may be of interest to you and to process your donation. The information collected is confidentially

held by Salford Foundation. It will not be sold or shared with any third parties for the purposes of direct marketing or fundraising other than with your consent. There will be occasions when we need to share information with third parties to fulfil the purposes set out above. For example, we may need to share information with third party IT service providers (including email service providers) and financial service providers such as our bank. We require all third parties to respect the privacy of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

8 Where information may be held

We store your personal information our office in paper or in electronic form on our secure network, email systems and on our databases or CRMs. We have in place appropriate technical and security measures to prevent personal information from being accidentally lost or used and accessed in an unauthorised way. Where we store your personal details electronically this will be held on our secure server, which is protected via a firewall and is located in the UK, stored within the European Economic Area. We limit access to your personal information to those who have a genuine need to know it. Those processing your information will do so only under our instructions and are subject to a duty of confidentiality. We also have procedures in place to deal with any suspected data security breach, for example if your data were lost, destroyed or stolen. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

9 How long we keep your information

We keep the personal information that we obtain about you during the fundraising and marketing processes for no longer than is necessary for the purposes for which it is processed. The criteria we use for determining retention periods for personal information is based on legislative requirements; the purpose for which we hold the data and guidance issued by relevant regulatory authorities. We review our data retention periods for personal information on an annual basis. Personal information that we no longer need is securely disposed of and/or anonymised so individuals can no longer be identified from it. Examples of our retention periods are: 1) For **Supporters**, if you are an active supporter for us and only up to three years after your last interaction with us. 2) For **Donors**, Up to six years in relation to Gift Aid (and in compliance with HMRC regulations) and Charity Commission SORP accounting regulations. 3) If you ask us not to contact you including **unsubscribe** from mailing lists, we may keep some basic information about you on a suppression list to avoid sending you unwanted materials in the future. Further details on our approach to information retention and destruction are available in our **Information Security Policy and Data Protection Policy** available on our [website](#).

Your rights to correct and access your information and to ask for it to be erased

Please contact our Data Protection Officer (DPO) who can be contacted by email dpo@salfordfoundation.org.uk if (in accordance with applicable law) you would like to correct or request access to information that we hold relating to you or if you have any questions about this notice. You also have the right to ask our Data Protection Officer for some but not all the information we hold and process to be erased (the 'right to be forgotten') in certain circumstances. Our Data Protection Officer will provide you with further information about the right to be forgotten, if you ask for it.

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality. We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

How to complain

We hope that our Data Protection officer (dpo@salfordfoundation.org.uk) can resolve any query or concern you raise about our use of your personal information. You have a right to make a complaint at any time to the **Information Commissioner's Office**, for example if you feel that we have not been able to address your concerns. They can be contacted at the following address:

The Office of the Information Commissioner
Wycliffe House, Water Lane, Wilmslow
Cheshire SK9 5AF

Tel: 0303 123 1113

www.ico.org.uk

We may make changes to this notice at any time. If we change something important, we will give you a new copy of this notice. This notice was last updated on **29th May 2026**.