

Privacy Policy

1.0 About this Policy

Bowel Research UK is committed to protecting the privacy and security of your personal information. We promise to respect the personal data that is shared with us, and to keep it safe.

It is important that you read this Privacy Policy carefully to understand how we collect, use, and store your personal information, under which conditions we may disclose it to others and what your rights are.

You can find our contact details at the end of this Privacy Policy.

2.0 Who we are

Bowel Research UK is a national medical research charity dedicated to funding new treatments and potential cures for bowel cancer, inflammatory bowel disease and other bowel disorders.

The charity's goal is to save lives while also enabling people living with chronic bowel conditions to enjoy a much better quality of life.

Bowel Research UK is a charity registered with The Charity Commission for England and Wales under charity number 1186061, whose registered office is at The Royal College of Surgeons, 35-43 Lincoln's Inn Fields, London, WC2A 3PE.

3.0 Data protection

Bowel Research UK is registered with the Information Commissioner's Office (ICO). The ICO is the UK's data protection authority.

The Data Protection Act 2018 controls how personal information is used by organisations, businesses or the government. It is the UK's implementation of the General Data Protection Regulation (GDPR).

You have the right to contact the ICO if you have any concerns about Data Protection. The ICO website can be found via this link: <https://ico.org.uk/>

4.0 What is personal information?

Personal information is data that can be used to help identify an individual, such as name, address, phone number or email address. It does not include data where the identity has been removed (anonymous data).

5.0 What is sensitive personal information?

Sensitive personal information is data that consists of racial or ethnic origin, political opinions, religious or philosophical beliefs, gender reassignment, trade union membership, genetic data, biometric data, data concerning health or data concerning an individual's sex life or sexual orientation.

6.0 Data protection principles

Everyone responsible for using personal data has to follow strict rules called 'data protection principles'. They must make sure that personal information is:

- used fairly, lawfully and transparently
- used for specified, explicit purposes
- used in a way that is adequate, relevant and limited to only what is necessary
- accurate and, where necessary, kept up to date
- kept for no longer than is necessary
- handled in a way that ensures appropriate security, including protection against unlawful or unauthorised processing, access, loss, destruction or damage.

7.0 Data protection rights

Under the Data Protection Act 2018, you have the right to find out what information organisations store about you. These include the:

- Right to be informed: You have the right to be told how your personal information will be used. This privacy policy is designed and intended to be a clear and transparent description of how your data may be used.
- Right of access: You can write to Bowel Research UK asking what information we hold on you and to request a copy of that information.
- Right of erasure: You have the right to have your personal information deleted when there is not any compelling reason for it to be processed.
- Right of rectification: If you believe our records are inaccurate you have the right to ask for those records concerning you to be updated.
- Right to restrict processing: In certain situations, you have the right to ask Bowel Research UK to stop or suppress the processing of your personal information.
- Right to data portability: Where we are processing your personal information under your consent the law allows you to request data portability from one service provider to another. This right is largely seen as a way for people to transfer their personal information from one service provider to another.
- Right to object: You have an absolute right to stop the processing of your personal information on the basis of legitimate interest, direct marketing and processing for purposes of scientific/historical research and statistics.
- Right to object to automated decisions: In a situation where a data controller is using your personal information in a computerised model or algorithm to make decisions "that have a legal effect on you" without human intervention, you have the right to object.

8.0 Lawful processing

Bowel Research UK will only collect and use your personal information when there is a lawful basis to do so. The law allows for six legitimate ways to process an individual's personal information. However, only three of these ways to process an individual's personal information are relevant to charities for the types of purposes we have listed below:

- Information is processed on the basis of a person's consent.
- Information is processed on the basis of a contractual relationship.
- Information is processed on the basis of the 'legitimate interests' of Bowel Research UK.

We may use your data to:

- Provide you with services, products, or information.
- Process your donation or support your fundraising activity.

- Follow up with you regarding past or current grants.
- Keep a record of your relationship with us.
- Ensure we are compliant with HMRC regulations.
- Manage your marketing preferences.

With your consent, or on a considered balance of legitimate interest, we may contact you to let you know about the work that we do, to invite you to participate in or assist with research and to ask for financial and/or non-financial support.

9.0 Purposes

When you engage with Bowel Research UK we may obtain personal information about you. This information helps us understand you and your interests, allows us to improve our communications with you and increase the effectiveness of our charity to end bowel cancer and bowel diseases.

We may use your personal information to create a profile of your interests and preferences so we can contact you with information relevant to you. We may also make use of additional information about you, including demographic information and measures of affluence, when it is available from external sources to help us do this more effectively. This helps us understand our supporters and allows us to make appropriate requests for further support.

External sources might include publicly available information such as Companies House, newspaper articles, biographies on professional networking sites, as well as information provided by third parties regarding affluence.

If you sign up to our People and Research Together (PaRT) network - as a patient or member of the public - we will use the information you provide, including sensitive personal information, to send you opportunities to get involved with research or charity engagement activities. We collect this information to ensure that we send research and engagement opportunities to the most relevant people.

If you sign up to the PaRT network as a researcher, we may also contact you regarding research and engagement opportunities.

10.0 Legitimate interest

We are only allowed to process personal data if our needs meet specified legal requirements, as defined by the GDPR. Example are outlined below:

- If you make a donation, set up a direct debit on our website or via one of our printed donation forms, we will process your data under our “legitimate interest” to do so. This data might include bank details, name and contact details, etc.
- If you tick the email and SMS contact preference boxes on our donation forms, or on our website, you are giving “consent” for us to use your personal data to get in contact with you about fundraising and other information, and other ways outlined in this privacy notice.
- We may contact you via email or phone regarding different aspects of grant management, including financial enquiries, progress reports, and follow up beyond the end of the grant.
- We may contact you by post or phone if we feel you may be interested in supporting our work in some way, based on a consideration of a balance of “legitimate interest”.

- If you agree to Gift Aid a donation you have made, we will use the personal data you have provided under “legal obligation” to claim Gift Aid.
- If you make a purchase from our website, we may use your personal data under our “contract to you” to complete the purchase or deliver your goods to you.

11.0 Consent

You can withdraw or update your consent at any time for any, or all, of our channels or activities by getting in touch with us. Exceptions to this are if you are contractually bound e.g. you are a grant recipient. You can call our Supporter Care Team on 020 3540 8694 or email hello@bowelresearchuk.org

12.0 Data retention

We will hold your personal information on our systems for as long as is necessary for the relevant activity or as long as is set out in any relevant contract you hold with us.

In some circumstances, we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you.

Once data is recognised as no longer necessary, we will securely remove your data from our systems.

13.0 Security

The transmission of data across the internet is not completely secure and whilst we do our utmost to protect your personal information, we cannot guarantee that loss, misuse or alteration of data will not occur whilst data is being transferred. Therefore, any personal information you give to us is done at your own risk.

All confidential information we hold is kept securely and only transmitted in protected form.

14.0 Third parties

Bowel Research UK will not exchange, sell or share your personal information with another organisation for their own marketing purposes. We will only share data with organisations that provide services to us connected with our fundraising activities, work with us on research projects or where we have legal obligations such as HMRC. Wherever possible we will do this on an anonymised basis. We strive to ensure third parties are compliant with all relevant data protection legislation and regulations

An example could be where we are using a third party to fulfil a service on our behalf e.g. we use a third-party provider, Mailchimp, to carry out our email communications with individual subscribers. Personal data provided by you is stored securely and password protected within the Mailchimp system. To find out more about how Mailchimp handle personal data, you can view their privacy policy at: <https://mailchimp.com/legal/privacy/>

We may share your data with third parties such as those conducting research, as part of our patient and public involvement programme if you have joined our PaRT (People and Research Together) network. These third parties may be clinicians, universities, charities, medical companies or other researchers. We will only share your personal information if you have expressed interest in participating in the research in question.

We are a research charity, and we encourage the sharing of relevant ideas and communication between researchers. On the basis of legitimate interest, we are happy to connect researchers with each other subject to their consent. Wherever possible we will direct enquiries to publicly available sources of information.

In these situations, the relationship between Bowel Research UK and the third-party data processor will be governed by a contract and strict security requirements will be in place to protect your personal information.

The Bowel Research UK website may include links to other sites, not owned or managed by us. Please note that when you click on one of these links, you are entering another website. We cannot be held responsible for the privacy of information collected by websites not managed by us and encourage you to read the privacy statements of these linked websites as their privacy policy may differ from ours.

15.0 Payments by debit/credit card

Bowel Research UK uses third-party partners to process payments and donations for us. Some of these partners may transfer data outside of the geographical area covered by GDPR, and in these instances these partners adhere to local data protection guidelines that are recognised as the equivalent to GDPR.

Your information may be shared with us by independent event organisers, for example the London Marathon or fundraising sites e.g. Just Giving.

Our main payment income processing platforms are:

- Stripe (<https://stripe.com/gb/privacy>)
- GoCardless (<https://gocardless.com/legal/privacy/>)
- PayPal (<https://www.paypal.com/ie/webapps/mpp/ua/privacy-full>)

We also use other third-party payment processors, who specialise in the secure online capture and processing of credit/debit cards.

16.0 Cookie policy

Cookies are simple text files stored by your web browser that provide a method of distinguishing visitors to our website. We use cookies to identify your browser as you visit pages on our website. Cookies created on your computer by using our website do not contain personally identifiable information and do not compromise your privacy or security. Cookies allow us to gather anonymous information. Cookies also allow us to provide more relevant, targeted, content and are used on our trading website to keep track of items in your shopping cart.

When you use the Bowel Research UK website, social media pages (such as Facebook, X, YouTube and Instagram), subscribe to any of our services, donate to us and/or make an online purchase or sign up to an event, you agree that unless you have set your computer's browser to reject cookies, we can place them on your device and use that data in accordance with this policy.

17.0 Digital marketing

We market ourselves to potential new supporters who have similar profiles to our core supporters via Facebook's 'Lookalike Audience' feature. If you have given us permission to contact you by email or SMS, we will provide your email or phone number to social media companies to build an overview of our core audience.

18.0 Vulnerable circumstances

If we know or reasonably believe that an individual is unable to make an informed decision or is in a position which does not allow them to make a donation, then a donation will not be taken or accepted. We will not market to anyone we know to be in vulnerable circumstances. If a vulnerable person donates to us without our knowledge, we will look to refund any donation made as soon as possible.

19.0 Your preferences

We only want to contact you with information that will be of genuine interest to you, as well as being relevant and appropriate.

If you do not wish us to contact you, please contact our Supporter Care Team on 020 3540 8694 or email hello@bowelresearchuk.org to ask for your preferences to be updated.

If you have any questions about this policy, or how Bowel Research UK handles your data, please contact us so we can help resolve any query you may have.

20.0 Keeping us up to date

It is important to us that the personal information we hold about you is accurate and up to date. Please get in touch with us to tell us about any changes to your name, address, email address, phone number, etc.

We regularly clean our data and where we discover that there have been changes, we update our database accordingly. However, it is far more effective if you are able to tell us about any changes as soon as possible.

21.0 Changes to this Privacy Policy

We may change this Privacy Policy periodically if we make any significant changes in the way we handle and treat your personal information or to reflect any changes to legislation. If our policy changes, we will make this clear on our website or by contacting you directly.

Contact us:

Email us: hello@bowelresearchuk.org

Call us: 020 3540 8694

Write to us: Bowel Research UK, c/o The Royal College of Surgeons, 35-43 Lincoln's Inn Fields, London, WC2A 3PE