

Kingsgate Business Solutions Ltd

Privacy Policy

This privacy statement applies to Kingsgate Business Solutions Ltd, a private company limited by guarantee and registered in England and Wales with company number 13072212 whose registered offices are at 16 City Road, Old Street, EC1V 2NX, London, United Kingdom.

The websites referred to in this statement are www.kingsgatebsolutions.com hold and process personal details in accordance with the Data Protection Act 2018.

If you have any questions about this policy or how your data is handled, please contact our administration team.

Data protection

We take data protection very seriously.

As you use our website, get in touch with us, or take part in our events and activities, we collect information. This deepens our understanding of what you are interested in and helps us to improve the quality and relevance of all of our communications with you.

We will never share your information with another organisation for their own marketing purposes and we will never sell your information for any reason whatsoever.

We do, however, need to collect and use your personal information for carefully considered and legitimate business purposes. This policy sets out what data we collect, how we will use it, what the legal basis for this is, and outlines what your rights are in respect of your personal data.

Purposes

The main reason we will use your personal information will be to help us effectively provide our services. We will use your personal information to provide you with the services, products or information you have requested, for administration purposes

We may use your personal information to contact you about how you can support the work of.

1. **Campaigning and marketing:** We have a range of marketing activities that are designed to promote the aims and objectives of the network. We use a range of marketing activities and channels such as direct marketing (post and digital), advertising (print, broadcast and digital) and public relations.
2. **Management of members:** If you are one of our valued members, we may need to use your personal information to manage your membership activities, deliver training, involve and update you on our work, and to ensure your safety. This may include sending you newsletters or information about our services so that you are best equipped to perform your role and advise the public about our work.
3. **Analysis, targeting and segmentation:** We are committed to communicating with you as effectively and efficiently as possible. Our aim is to provide you with information about our work and to provide you with opportunities to support the work of our network partners as they seek to transform the lives of the most vulnerable around the world. In order to do this

we will make use of information you have given us and your interactions with us to help us predict your interests and tailor and personalise our communications in the future.

4. **Profiling:** In some limited circumstances, we may combine the personal information you have given us with information available in the public domain to create a profile of your interests and preferences where they are relevant to your potential engagement with us. When building such a profile we may make use of additional information about you, including geo-demographic information and measures of affluence. This information is taken from publicly available sources, for example from public registers, such as listed Directorships, typical earnings in a geographical area, information from Companies House, the electoral roll, press reports, media and social media posts. We may use third party suppliers to undertake these activities on our behalf and share your information with them to the extent required. You can opt-out of your personal information being used for profiling or analysis by emailing us – admin@kingsgatebsolutions.com.

Lawful processing

Under General Data Protection Regulations (GDPR) we need a lawful basis to collect and use your personal data. There are three purposes allowed under GDPR which we rely on to legally process your data.

- Information is processed on the basis of an individual's consent.
- Information is processed in line with a contractual relationship.
- Information is processed on it being a legitimate interest for us to do so.

Consent

We will always ask for your consent to send you marketing by email, SMS and by telephone for the purpose of marketing.

Where you give us consent to process your data we will always keep a clear record of how and when this consent was obtained, and you can withdraw this consent for all channels and activities at any time by emailing us.

Contractual relationships

The vast majority of relationships with our partners and beneficiaries are voluntary and not contractual. This purpose primarily relates to how we process the data that we hold in relation to our staff, and in some circumstances, our members.

Legitimate interests

The law allows personal data to be legally collected and used by an organisation if it is necessary for a legitimate business interest of the organisation - as long as its use is fair and balanced and does not unduly impact the rights of the individual concerned.

What are our legitimate interests?

Governance:

- Reporting criminal acts and compliance with the legal instructions of law enforcement agencies.
- Internal and external audit for financial or regulatory compliance purpose.
- Statutory reporting.

Publicity and income generation:

- Conventional direct marketing by direct mail and other forms of marketing, publicity or advertisement.
- Unsolicited commercial or non-commercial messages, including campaigns, income generation or charitable fundraising.
- Analysis, targeting and segmentation to develop fundraising strategy and improve communication efficiency.
- Processing for research purposes.
- Profiling, including the use of publicly available information.

Operational management:

- Employee and members recording and monitoring for recruitment, safety, performance management or workforce planning purposes.
- Provision and administration of staff benefits such as pensions.
- Physical security, IT and network security.
- Maintenance of suppression lists.
- Processing for historical, research or statistical purposes.

Financial management and control

- Processing of financial transactions and maintaining financial controls.
- Prevention of fraud, misuse of services, or money laundering.
- Enforcement of legal claims.

Purely administrative purposes

- Responding to any solicited enquiry from any of our stakeholders.
- Delivery of requested products, resources or information packs.
- Administration of direct debits and other existing financial transactions.
- Maintaining 'do not contact' lists.

When we use your personal information, we will always consider if it is fair and balanced to do so and whether it would be within your reasonable expectations that we would use your data in this way.

What information we collect

The types of personal information collected might include:

- name
- date of birth
- email address
- postal address
- telephone number
- mobile phone number
- your opinions about a product, service or an issue
- communications to and from yourself

Sensitive personal information

Under data protection law, certain categories of personal information are recognised as sensitive, including health information, race, religious beliefs, and political opinions ('sensitive personal data').

How long will we keep your data?

We will keep personal data in line with our data retention policy. The length of time each category of data will be retained will vary on how long we need to process it, the reason it is collected, and in line with any statutory requirements.

After this point the data will either be deleted or rendered anonymous. We will retain your details as long as is necessary to communicate effectively with you and to ensure that, in the event that you kindly include us in your will, your legacy is correctly administered and that we can communicate effectively with your family.

Who will we share your data with?

As explained above, we will never sell your personal information and will never share it with another organisation for their own marketing purposes. However, there are a number of legitimate situations where we may share your information with third parties whom we have contracted to fulfil specific services for us. This will include organisations such as mail fulfilment houses and email broadcasters who will send out our marketing materials on our behalf. In all of these situations we ensure that we always have a written contractual agreement in place that will ensure that those organisations can only use the data provided for the specific purposes we direct them to do and that they have in place strict security requirements in order to protect your personal information.

Changing your personal details

If your personal details change, please help us to keep your information up to date by notifying us through one of the routes listed above.

Links

Our website may include links to websites run by other organisations. Kingsgate Business Solutions Ltd is not responsible for the privacy practices of other organisations' websites so you should read their privacy policies carefully.

Data security

We take data protection seriously, we have a Data Protection Policy and an Acceptable Use Policy in place. The two policies are aligned with the new General Data Protection Regulation Law (GDPR) and the Data Protection Act 2018 and both govern how we securely store and use the data we hold.

Cookies

We use cookies in order to give you a better online experience. A cookie is a small file downloaded on to your computer when you access a website. Cookies allow a website to recognise users when they return to a site by opening doors to different content or services. Like a key, a cookie itself does not contain information, but when it is read by your browser it can help a website improve the service delivered. For more information about cookies, please see www.allaboutcookies.org.

Changes to this privacy statement

We may bring changes to this statement to keep it up to date and relevant. Please make sure you check regularly to see what's changed.