



Amref Health Africa UK Privacy Policy

Amref Health Africa UK (Amref UK) respects each individual's right to personal privacy. We hope the following statement will help you to understand how we collect, manage, use and safeguard the personal information you provide to us via our website, by telephone, post, email or face to face.

Our vision

Our vision is lasting health change in sub-Saharan Africa. As Africa's leading health development charity, we work primarily with women and girls through training, advocacy and education, to bridge the gap between communities, healthcare systems and governments. We are committed to achieving Universal Health Coverage by 2030.

As a charity we rely on our supporters, friends, country offices and many other people who are involved with our work to be able to deliver this vision.

Our details

Amref Health Africa UK is a company limited by guarantee registered in England.

Company Registration No: 00982544

Charity No: 261488

Contacting us

If you would like to make an enquiry about the General Data Protection Regulation, update or change the information we hold about you, request or opt out of receiving communications from us, you can let us know at any point using the details listed below.

Post:

Amref Health Africa UK
Lower Ground Floor
15-18 White Lion Street
London
N1 9PD

Telephone: 020 7269 5520

Email: info@amrefuk.org

A request to access the information we hold about you

You can request to access your own personal information at any time using the details listed above. We will endeavour to fulfil your request as quickly as possible, and within a reasonable amount of time. Please see the 'Your Rights' section at the end of this document for more details.

How do we collect your information?

Personal information is collected directly from when you interact with us. We keep a record of our contact with you and the information with which you have contacted us or provided us with. We then use and process this information internally, in line with your preferences and any related activity.

Examples of our interaction with you may be in relation to a donation you have made to us, when you register with us as a supporter, a response to an enquiry you have made, taking part in or attending an event, purchasing our Christmas cards or supporting our fundraising activities in another way.

What information do we collect?

We only collect the information that you give to us. This might include names, date of birth, e-mail address, postal address, telephone number or credit/debit card details if you are donating to us. You may also let us know of any further information such as a particular interest in an area of our work or a connection you have with Amref.

We are legally obliged by The General Data Protection Regulation to ensure that we only use this information for the purpose for which it was requested, that it is kept securely and only for the duration that it is relevant and useful to us.

How long do we keep your information for?

We will hold your personal information on our internal systems for as long as is necessary for the relevant activity, for example we will keep a record of donations subject to Gift Aid for at least seven years to comply with HMRC rules.

If you ask us to stop sending you letters or emails, we will still keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us currently and in the future.

Legacy income is vital to the running of the charity. We may keep data you provide to us indefinitely, to carry out legacy administration and communicate effectively with the families of people leaving us legacies. This also enables us to identify and analyse the source of legacy income we receive.

How do we use your information?

We will use your personal information internally to provide you with the information you have requested, to complete the donation process or transaction, to keep track of our relationship with you and to further our charitable aims, including fundraising activities. We may also use your information to invite you to become involved with us in new or different ways, raise funds or help grow our supporter base.

As a charity that relies on donations, we are always looking at ways to improve how we fundraise. This means analysing and researching the way that we receive and ask for donations, to ensure we communicate our vision in the most effective way possible. This includes looking at when emails are opened, read and by which groups of people, sending different communications to people who might chose to give higher donations and arranging our supporters into groups, depending on what communications they are most likely to respond to.

We only use your personal information for direct marketing purposes, such as letting you know of our fundraising campaigns, via telephone, post and email if we have your consent to so and if we are allowed to do so by law. You can change your consent preferences at any time by contacting us at info@amrefuk.org or 020 7269 5520.

Who do we share your personal information with and why?

We may need to share your information with other companies who provide services and process your personal information on our behalf, including delivering postal mail, sending emails and processing payments. We carefully select these partners and will only share information with them if we are confident that they will protect it.

We will never share your personal information with other organisations or companies to use for their own purposes, other than when we are required to by law. There are other third-party organisations however, that collect information on our behalf as well as for their own use. In these cases, we may receive your personal details from them, but only when you have consented. This includes organisations like Just Giving, Virgin Money Giving and The Big Give.

How do we protect your personal information?

We protect your information with the following security measures: secure servers, firewalls, SSL encryption and other technology and procedures used to protect consumer privacy.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Our web pages are secure: depending on

which browser you are using, they display a "closed" lock symbol at the bottom part of your browser screen and / or the website address in the address bar at the top of the browser screen starts with an "https" instead of an "http". Once we have received your information, we follow dedicated procedures and have security features to try to prevent unauthorised access.

We ensure that those who have access to personal information internally are appropriately trained staff and volunteers and that access is password protected.

What are cookies and do you collect them?

Yes. Cookies are pieces of information which may be sent to your computer by Amref UK when you access certain areas of our website. These may be stored on your computer's hard drive to allow us to recognise you as a user when you next visit. They are not software – they can't be programmed or carry computer viruses. Cookies allow us to recognise your computer when you next visit our website, but they don't tell us who you are.

We use cookies to monitor how people use our site so we can improve any problem areas, allow you to donate and to enhance our website with information from other websites, for example YouTube videos.

We offer links to websites that are outside of the Amref UK network and whose content is not the responsibility of Amref UK. Please note that when you click on links to other websites, we encourage you to read their privacy policies too. Their standards may differ from ours.

If you want to prevent our cookies being stored on your computer in future, you may do so by referring to your internet browser's instructions. You can do this by clicking on the "Help" menu. Please note however that if you disable our cookies you may not be able to access certain services or facilities on our sites and your use of our sites may be restricted.

Children's information

Whilst we do not actively collect information from children (under 18s), we appreciate that our supporters are people of all ages. Where appropriate and necessary, we will ask for consent from a parent or guardian to collect information about children.

Your rights

You have the right to request a copy of the information we hold about you at any time, this is called a Subject Access Request. You can do this by emailing info@amrefuk.org, or calling 020 7269 5520.



If your information is incorrect, out of date or there is no long sufficient reason for us to hold it, you can ask for it to be updated or removed from our use.

Problem resolution

If problems or queries do arise, please contact us by emailing info@amrefuk.org, or calling 020 7269 5520. We are committed to resolving all enquiries as quickly as possible. We want to use your information in the ways that you would most like us to.

We are registered with the Charity Commission and the Fundraising Regulator, and you can also contact these external organisations if you prefer, without referring your complaint to us first.

Changes to your information

If your personal details or preferences change, please help us to keep your information up to date by letting us know using the details listed above.

This Privacy Policy may be updated from time to time so you may wish to check it each time that you submit personal information to us.

Our legal basis for contacting you

When you opt-in to our communications using our forms, such as a donation form, an online form, or in person, you are giving us consent to contact you and send you our fundraising and marketing materials. You can update or change your preferences at any time.

If you have any further questions about privacy or security, or if any of your personal information changes or you would like us to update or change our records, please email info@amrefuk.org, or call 020 7269 5520.

This privacy policy was last updated in April 2018. Amref Health Africa UK reserve the right to update this policy from time to time. You can download this Privacy Policy [via our website](#).