

Who are we

At Age UK Gateshead, we are committed to maintaining the trust and confidence of our clients. In particular, we want you to know that innocent is not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes. We just don't do that sort of thing. But just in case you don't believe us, in this Privacy Policy, we've provided lots of detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

How do we collect information from you

We collect personal information in these ways:

- as part of the registration process for our services
- if you provide a donation
- if you agree we can stay in touch with you
- if you pay for a service for yourself or someone else
- through job and volunteer applications

How is your information used

We use that information for a couple of reasons:

- to tell you about things you've asked us to tell you about
- to contact you if we need to obtain or provide additional information
- to evidence to our funders that we are doing a good job
- to check our records are right
- to check every now and then that you're happy and satisfied.

We don't rent or trade email lists with other organisations and businesses.

What type of information is collected from you

There are many types of information we collect but for most people, these would be:

- Name
- Address
- Telephone numbers
- Date of birth

We **may** also collect more detailed information for some services, such as:

- Ethnicity
- Health or disability status, as well as medication
- Relationship status
- Living arrangements
- Next of Kin
- GP
- Income information (benefits or advice clients)
- Payment information (donations and payments)

What we collect will depend upon what your relationship with us is and what you need.

Who has access to your information

We will normally only allow the staff and volunteers needed to provide your service access to your information and this is via a very secure online database (Charitylog) where your information is stored. There staff may see your information if work is required on the database.

Similarly, our IT system is maintained by Transcendit who have access to our server.

We also use Just Giving for some donations and Go Cardless for direct debits, but we will let you know on these occasions. Again, to provide a service, their staff may have access.

If we need to speak to anyone on your behalf and share your information, we will only do this with your permission unless you are putting yourself or others at risk or have committed a serious criminal offence. If we have to disclose information, this would only be to the police, medical staff or the local authority and for these reasons.

You have a choice!

You will be asked the first time you contact us:

- Can we record your information?
- Can we contact by the following methods:
 - Telephone
 - SMS text
 - Email
 - Post

You can refuse to allow permission to hold information or be contacted by any or all of these methods. You can also change your mind at any time. To change your contact permission, please call on 0191 477 3559 to speak to Customer Services.

You can also ask for all of the information we hold on you and then ask to amend anything which is wrong, or ask to be forgotten and have all information we hold which identifies you deleted. To do either of these things, please contact Adam Wolstenholme, our data protection lead:

- by telephone on 0191 477 3559 or
- email at adam.wolstenholme@ageukgateshead.org.uk

There is no charge and action will be completed within 30 days.

How long do we keep your data?

Most records are client, volunteer or staff data, and we keep these for 7 years after the end of your connection with us. The records are then deleted or shredded securely.

Unsuccessful job or volunteer applications are kept for 12 months before being destroyed.

Procedure to be reviewed every 3 years or sooner if necessary for legal or organisational reasons.

Date of Next Review: by 22/03/26