



Age UK Lambeth Privacy Policy

Context and overview

Key details

Approved by:	Aaron Cue (SIRO)
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Next review date:	June 2027

Change Log

Effective Date	Version	Summary of Changes
June 2026	v3	Phone number update throughout the document.
June 2026	v3	Overhauled policy to align with the Data (Use and Access) Act 2025. Implemented the charity soft opt-in framework (non-retrospective), and formalised public interest data-sharing terms for public health/social care research.
June 2026	v3	Added ICO registration number
June 2026	v3	Added “We do not conduct any telephone marketing.”
June 2026	v3	Changes to “Information we get from your use of the website” section to clearly distinguish between voluntary data collection and automatic data collection when visiting our website.

Age UK Lambeth is committed to protecting and respecting your privacy and security. Whenever you provide us with your personal information we will treat that information in accordance with this policy, our [data protection policy](#) and current UK Data Protection legislation (UK GDPR, the Data Protection Act 2018 and Data Use Access Act 2025).

This privacy policy explains how we collect and use your data. When you access our services, we process your information as described below.

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. This policy may change from time to time, so please check this policy periodically.

Age UK Lambeth is a registered charity (number 1063497) and a company limited by guarantee (number 03252067). The registered address is 10 Acre Lane, London SW2 5SG

Information Commissioner's Office (ICO) Data Controller registration number: Z5148605

If you have any questions about this privacy policy, you should contact our Data Protection Officer, data@ageuklambeth.org

How do we collect information from you?

Information you give to us

This could be when you donate; access a service; attend an event; enquire about us or our services, by post, email, telephone, in person, or via our website; volunteer or work for us; work with us as a partner, corporate supporter, referrer or referee, supplier or contractor.

Where your information is stored and processed

Your information will be stored securely in our computer systems and online storage services. We carefully assess these systems to make sure your information is protected and only used to manage and provide the services you have requested.

Information we get from your use of the website

When you visit our website, we collect various types of personal information which may include your name, address, contact details, IP address, and information regarding which pages are accessed and when.

Information You Provide Voluntarily: When you interact with our website, such as by filling out a referral form, subscribing to our newsletter, or booking a service, we may collect personal information that you choose to submit. This can include your name, address, and contact details. More details about the legal basis for processing this data can be found in our data protection policy.

Information Collected Automatically: When you browse our website, certain technical information is captured automatically via cookies and similar technologies. This includes your IP address, browser type, and data regarding which pages you accessed and when. We use this information solely to improve your website experience and analyse traffic.

What type of information might we ask you for??

The personal information we collect might include*:

- Name, address (including postcode), email address, telephone number, IP address
- Sensitive personal information, known as “special categories” of data, such as ethnicity, religion, gender, sexual orientation, date of birth, health conditions.
- Criminal record, proof of address and photographic identification (e.g. passport, drivers licence) (via a DBS check), which we only collect if absolutely necessary to volunteer with us.

*The personal data stored and processed depends on the service the subject (you) is accessing.

How is your information used?

We may use your information to:

- Process a donation that you have made
- Contact you to tell you about events or services you might be interested in via email, post or text.

Existing Supporters & Specific Consent: If you previously gave us your explicit consent to contact you by email, text, or post, we rely on **Consent** as our legal basis. You can withdraw your consent at any time.

New Service Users & Inquiries (Soft Opt-In): If you engage with us, request information, or access Age UK Lambeth services, we may send you information about similar services or events using **Legitimate Interests** as our legal basis (relying on the soft opt-in rule). You will always be given a simple opt-out option when we collect your details and in every message we send.

- Contact you about marketing and fundraising updates and opportunities. We do not conduct any telephone marketing. Specifically, we use Mailchimp, an email marketing service provided by The Rocket Science Group LLC, to send promotional emails and newsletters to our subscribers. By subscribing to our newsletter, you acknowledge that the information you provide will be transferred to Mailchimp for processing in accordance with their Privacy Policy and Terms of Use. You can review Mailchimp's Privacy Policy at <https://mailchimp.com/legal/>.

- Allow us to smoothly and swiftly assess how we can help you as a service user
- Ensure we are reaching all parts of the communities we serve, and offer proof that we are doing so
- Enable us to deal efficiently with any concern or complaint you might have about us.

Who has access to your information?

Your data is only accessible by the necessary individuals to carry out the service provided. This includes:

- Employees at Age UK Lambeth
- Volunteers who work in administrative support, front desk, helpline, events or client-facing roles
- Third-party auditors for quality assurance monitoring (only with informed consent from the client)
- Third-party IT and systems support who have undergone comprehensive security assessments

All employees, volunteers and trustees at Age UK Lambeth complete Cybersecurity and Data Protection training that is renewed annually. They are also vetted with references and DBS checks.

Data sharing assurances

- It may be necessary to pass your information to a third party in order to process a service (e.g. when you make a donation or for reporting and monitoring purposes), but we will only share the personal information necessary to deliver the service, and with your explicit consent.
- We may share aggregated, non-personal data with third parties for reporting and monitoring purposes, as well as with research bodies to help improve our services. Rest assured, this data will not contain any personally identifiable information.
- We may share data with trusted third parties where there is a clear legal basis for research purposes of public interest. Where data is shared under this basis we will place a notification on our website with an accessible option to opt out.
- We will not sell or rent your personal information to third parties. Additionally, we will not share your personal information with third parties for marketing purposes unless explicitly stated.
- In certain situations, it may be necessary to pass your personal information to a third party in order to process a service (e.g., when you make a donation), but we will only share the minimum amount of personal information required to deliver the service, and only with your explicit consent.

Signposting and Referring

In order to offer you the best possible support, we will sometimes signpost or refer you to other services. To do this we have to send personal information necessary to refer you to the service. We will never do this without your consent and have established referring processes.

To help you get the best possible support, we may suggest or refer you to other services. Doing this requires sharing relevant personal details with the receiving organisation. **We will always ask for your consent before making any referral or sharing your information.**

Lawful Processing

The DPA (Data Protection Act 2018) and UK GDPR (General Data Protection Regulation) requires us to rely on one or more lawful grounds to process your personal information. The following are the grounds we use: consent, legitimate interest, contractual necessity, legal obligation and public interest.

Fundraising and Marketing

In accordance with the Data (Use and Access) Act 2025, we may utilise a 'soft opt-in' to keep you informed about our fundraising efforts and marketing if you accessed one of Age UK Lambeth's services, giving an easy opportunity to opt out. Crucially, this soft opt-in framework does not apply retrospectively to existing clients who have already explicitly consented or opted out of these communications. Marketing or fundraising opportunities will only be sent to a client via email, post or text. We do not make cold calls and comply with The Privacy and Electronic Communications Regulations (PECR).

Your Choices

You have the right to opt out of receiving communications from us at any time by contacting data@ageuklambeth.org or call us on 0207 346 6800 .You can also change the way we contact you at any time by emailing the same address or calling us.

In order to opt you out of receiving communications, it is necessary to retain some of your details to ensure we don't contact you again in future. Your details will only be used for this purpose.

Your Rights

The UK GDPR (Article 13/14) provides the following rights for individuals, which our organisation provides to you:

1. The right to be informed

We will tell you when we are collecting your information, and let you know what it is that we are recording. We will also provide you information as to why we need it, and what we will do with it.

2. The right of access

You have the right to request to see what information we hold about you, free of charge and within 30 days. If you would like to do this, please contact us on data@ageuklambeth.org or by post to Age UK Lambeth, 10 Acre Lane, London SW2 5SG

3. The right to rectification

If your information is incorrect or out of date, you have the right to ask us to correct or update it. Please contact us on data@ageuklambeth.org or by post to Age UK Lambeth, 10 Acre Lane, London SW2 5SG

4. The right to erasure

You have the right to ask for your information to be deleted. Please contact us on data@ageuklambeth.org or by post to Age UK Lambeth, 10 Acre Lane, London SW2 5SG

5. The right to restrict processing

You have the right to tell us we can store your information but not use it. Please contact us on data@ageuklambeth.org or by post to Age UK Lambeth, 10 Acre Lane, London SW2 5SG

6. The right to data portability

You have the right to ask us to transfer the information we hold on you to another organisation. Please contact us on data@ageuklambeth.org or by post to Age UK Lambeth, 10 Acre Lane, London SW2 5SG

7. The right to object

If our lawful basis for processing your information is a legitimate interest, you have the right to object to our doing so. Please contact us on data@ageuklambeth.org or by post to Age UK Lambeth, 10 Acre Lane, London SW2 5SG

Keeping your information safe

When you give us personal information, we take steps to ensure that it's treated securely. We take all appropriate steps to ensure the security of your information:

- All employees complete data protection and cyber security training before handling your data. This is renewed annually.
- We have password policies in place

- Use two factor authentication where possible to verify user identities
- Store data securely and complete transfer risk assessments with any systems vendors in use
- Emails containing personal data are sent securely.

More details can be found on our data protection policy.

Visiting one of our websites

AUKL is responsible for two websites:

- www.ageuklambeth.org.uk
- www.mysocial.london

When you visit any of our sites, we collect various personal information which may include your name, address, contact details, IP address, and information regarding which pages are accessed and when.

In the online version of this document, please see the section of this page on 'Cookies' further down in this document.

16 or Under

If you are aged 16 or under, please get your parent / guardian's permission beforehand whenever you provide us with personal information.

Transferring your information outside of Europe

We use some third party programs that transfer data outside of the EEA. We have Transfer Risk Assessments for these systems and have conducted Data Protection Impact Assessments to ensure your data is secured.

Complaints

Under the Data (Use and Access) Act 2025, if you have a concern regarding any data handling matter (including subject access requests, processing objections, or potential data breaches), **you must submit a formal complaint to Age UK Lambeth first** to allow us the opportunity to investigate and resolve it. Complaints can be completed on our website [by following this link](#). Age UK Lambeth will acknowledge your complaint within 30 days and provide a full resolution without undue delay. If you remain unsatisfied after our internal investigation concludes, you then reserve the right to escalate your complaint to the Information Commissioner's Office (ICO).

Review of this policy

This policy was last reviewed on 26th June 2026. This is kept under regular review and updated where necessary.

Cookies

Cookies are tiny software files that are stored on a computer or mobile device when an individual visits a website. Cookies allow websites to recognise that a user on an individual computer has previously visited the site. The cookies save some information about that user for when they access the site again in the future. You can find out what cookies the Age UK Lambeth website use in the table below.

For more information about the different types of cookie, visit the [About Cookies website](#). If you would like to view our Website Cookie Policy, please get in touch by emailing us at data@ageuklambeth.org or call us on 0207 346 6800.

Cookie	Purpose
UserSetting	This functional cookie remembers the individual's colour and location preferences so that next time they use the site these are displayed rather than the site's default settings.
ASP.Net_SessionId	When you access this website a cookie is generated with a unique session ID. This cookie will expire when the browser is closed.
vidi	This cookie enables Age UK's Intellitracker software that helps us analyse information such as visitor numbers and browser usage so we can continue to improve your experience of our website.

BCSI-CS-5B059C53EB35D97E	The information in this cookie is used to track the activities of individuals who have visited this site via third-party websites.
__utma / __utmb / __utmc / __utmz	Age UK uses a tool called Google Analytics to give us statistical data on the performance of our website. These cookies are placed by Google Analytics.