Privacy Policy

We value your support and are committed to protecting your privacy – this is how we use your information:

We collect personal information from you when you enquire about our activities, register with us, fundraise for us, make a donation to us or otherwise provide us with personal information. We may also receive information about you from third parties, for example from one of your family members, friends or colleagues who wants to tell you about the Charity or its website.

We adhere to all applicable laws concerning the protection of your personal data and in line with your rights as an individual.

Please read the information below to find out more about how we collect, use, store and manage your data.

Who we are

Tom's Trust is the UK's only charity dedicated to providing mental health support to children with brain tumours and their families to improve their quality of life and wellbeing. We are a Charitable Incorporated Organisation, registration number 1183559. We are also registered with The Fundraising Regulator – www.fundraisingregulator.org.uk

Tom's Trust will be known as the 'controller' of any personal data you provide to us. Tom's Trust complies with all current UK and RoI legislation both in letter and in spirit, including the Data Protection Act 1998 and the General Data Protection Regulations which came into force on 25th May 2018. We operate and encourage best practice in all our fundraising as part of our registration with the UK Fundraising Regulator and adhering to their Fundraising Code of Practice. We adhere to the current Charity Commission guidance and the Institute of Fundraising code of conduct.

Why we need your data and what we store

We store your basic personal data so we can provide you with regular newsletters, annual reports, fundraising emails, and information about events and appeals we are organising.

The types of information collected might include names, date of birth, e-mail address, postal address, telephone number, mobile phone number, birthdays and anniversaries and family relationships. We collect this information in connection with specific activities, such as newsletter requests, merchandise purchases, feedback, donations and if we help you to write a story about your experiences. The information is either needed to fulfil your request or to enable us to provide you with more personalised support.

Tom's Trust records all donation information including the amount of the donation, the company, trust or foundation connected with the donor, which appeal the donation was for and details of all transactions carried out through our website. All anonymous donations are stored as amounts with no name or contact details.

If you are on our mailing list, we may send you promotional, marketing or fundraising

information by post, telephone or electronic means. These types of communications can include:

- News and updates about Tom's Trust, such as our newsletter and annual report.
- Fundraising appeals or to ask you to consider supporting us in other ways such as taking part in an event.
- Other relevant communications based on your relationship with Tom's Trust.
- Informing you of other activities, or events related to Tom's Trust such as volunteering.
- Data Screening and Cleansing. We regularly review our records to ensure that they are as accurate as possible. We may consult alternative sources in order to undertake these checks such as:
    - Royal Mail National Change of Address database (NCOA) to ensure that we don't send mail to old addresses and the Royal Mail's postcode finder to verify address details which you have given us.
    - Deceased Records (Mortascreen) to ensure that we do not cause upset by contacting somebody who is recently deceased.
- Tailoring what we tell you about. We may use existing data about your previous engagement with Tom's Trust to find relevant information for particular activities or to tailor our communication with you. Examples might be:
    - That you live in a particular postcode catchment near to an event we are holding.
    - That you previously gave to a match funded appeal which we have the opportunity to repeat.

What we do with your data

We store your data using a secure online CRM system called Donorfy. We use this to keep safe all our contact information and donation information. All the data we process is primarily stored and processed by our staff in the UK.

Tom's Trust will adhere to donor personal data preferences including their preferred method of contact, gift aid status and mailing list options. We store the address details of donors who have gift aided their donations, and make a note on our CRM system whether or not the donor wishes to receive further communication from us.

No third parties have access to your personal data unless the law allows them to do so. Tom's Trust will never sell, rent or share your data to any other party.

Donation Information

We publish aggregate statistics regarding donations but these statistics do not include any personally identifying information. The information given to us includes: total number of donors, total amount of donations for specific periods of time, funds generated from different funding streams. Aggregate information of this kind is used to improve our fundraising.
We use a third-party financial institution to process our credit card transactions through our website. They receive the credit card number and other personal information of our donors only to verify credit card numbers and to process credit card transactions in a secure environment. There is an option to donate anonymously online as well as gift aiding any donation you make.

How long we hold your data
Your information will be securely stored until we are notified by you that you no longer wish us to hold your information or receive communication from us. If you are a donor to Tom's Trust, we are required under UK tax law to keep your basic personal data (name, address, contact details) for a minimum of 7 years after which time it will be destroyed if you have indicated that you no longer wish to be in contact with us. However, we will keep some data indefinitely (for example your name, address, contact details and donation history) as legacy income for charities comes from people they aren't aware would leave a gift in their Will. If you did leave us a gift in a Will that was then contested, then knowing that you were a supporter in the past is important for all parties to know as an indication of your wishes. This can be decades after the last interaction with charities. In these cases, we will only retain data which is necessary for these purposes and will delete or anonymise other parts of your record.

Cookies
Cookies are small files which are stored on a user's computer. They are designed to hold a modest amount of data specific to a particular client and website, and can be accessed either by the web server or the client computer. Tom's Trust website uses the Google analytics cookie to ensure that our website works smoothly and to monitor the reach of our website. You can learn more about cookies here:

- Find out more about cookies
- Learn how to manage cookies in Internet Explorer
- Learn how to manage cookies in Chrome
- Learn how to manage cookies in Firefox
- Learn how to manage cookies in Safari

In addition below is a list of other cookies used on the site with a short description of what they do:

Necessary
Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

- cookieyes-consent - CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about the site visitors.
- WpEmojiSettingsSupports - WordPress sets this cookie when a user interacts with emojis on a WordPress site. It helps determine if the user's browser can display emojis properly.
- rc::a - This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
- __cf_bm - This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.
- M - Stripe sets this cookie for fraud prevention purposes. It identifies the device used to access the website, allowing the website to be formatted accordingly.

Functional
Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

- yt-remote-device-id - YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.
- ytidb::LAST_RESULT_ENTRY_KEY - The cookie ytidb::LAST_RESULT_ENTRY_KEY is used by YouTube to store the last search result entry that was clicked by the user. This information is used to improve the user experience by providing more relevant search results in the future.
- yt-player-headers-readable - The yt-player-headers-readable cookie is used by YouTube to store user preferences related to video playback and interface, enhancing the user's viewing experience.
- yt-remote-connected-devices - YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.
- yt-remote-session-app - The yt-remote-session-app cookie is used by YouTube to store user preferences and information about the interface of the embedded YouTube video player.
- yt-remote-cast-installed - The yt-remote-cast-installed cookie is used to store the user's video player preferences using embedded YouTube video.
- yt-remote-session-name - The yt-remote-session-name cookie is used by YouTube to store the user's video player preferences using embedded YouTube video.
- yt-remote-cast-available - The yt-remote-cast-available cookie is used to store the user's preferences regarding whether casting is available on their YouTube video player.
- yt-remote-fast-check-period - The yt-remote-fast-check-period cookie is used by YouTube to store the user's video player preferences for embedded YouTube videos.

Anaylytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

- _ga_* - Google Analytics sets this cookie to store and count page views.
- _ga - Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.

Advertisement

Advertisement cookies are used to provide visitors with customised advertisements based on the pages you visited previously and to analyse the effectiveness of the ad campaigns.

- YSC - Youtube sets this cookie to track the views of embedded videos on Youtube pages.
- VISITOR_INFO1_LIVE - YouTube sets this cookie to measure bandwidth, determining whether the user gets the new or old player interface.
- VISITOR_PRIVACY_METADATA - YouTube sets this cookie to store the user's cookie consent state for the current domain.
- PREF - PREF cookie is set by Youtube to store user preferences like language, format of search results and other customizations for YouTube Videos embedded in different sites.

- yt.innertube::requests - YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.
- yt.innertube::nextId - YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.

Your rights & preferences
You may unsubscribe from our mailing list at any time – this can be done by contacting us directly via email (info@tomstrust.org.uk), in writing or by telephone. You may also unsubscribe or change your preferences by scrolling to the bottom of any marketing emails or newsletters and clicking 'unsubscribe' or 'update your preferences'.

If at any point you believe the information we process on you is incorrect you can request to see this information (your right to ACCESS) and have it corrected (your right to RECTIFICATION) or deleted (your right to be FORGOTTEN). If you wish to raise a complaint on how we have handled your personal data, you can contact us to have the matter investigated.

For more information on our privacy policy, or for any questions on how we store and use your personal data please contact us at info@tomstrust.org.uk