

Donor, Partner or Potential Supporter Privacy Notice

What this means if you are a donor, partner or potential supporter

November 2022

Last reviewed January 2023

The Foundation raises crucial income from its fundraising activities. This section contains information which is specific to our donors, partners and potential supporters.

What personal information do we collect about our donors, partners and potential supporters?

The personal information we collect from you may include your:

- name, address and contact information (telephone number(s) and/or email address(es);
- Your age
- contact preferences;
- donations you have made to the Foundation;
- credit card or other payment information (we only store this for as long as we need to process payment);
- bank details (if setting up a regular direct debit);
- Gift Aid declaration;
- details of correspondence sent to you, or received from you; and
- any other information provided by you to the Foundation.

In addition to the above, when you visit our website we use cookies to improve your experience and personalise the service you receive. See our cookies policy for more information.

What about special category data?

Certain categories of personal information are recognised in law as sensitive, including health information and information regarding race, religious beliefs, and political opinions ('special category data') and personal data relating to criminal convictions and offences. We only collect such information about donors, partners and potential supporters in limited cases, and where there is a clear reason for doing so, such as accessibility or dietary requirements for events, or due diligence in respect of major

donations. We may collect information that is manifestly made public by you (for example, where you have published your political opinions/affiliations).

How do we collect your personal information as donor, partner or potential supporter?

When you give it to us directly

We collect personal information that you may provide to us including when you:

- make a donation or complete a Gift Aid declaration;
- complete a membership joining or renewal form;
- become a partner; or
- respond to an invitation or attend an event.

When you give it to us indirectly

When we collect it as you use our website or apps

We collect information about the services you use and how you use them in a number of ways, including:

- When you visit our website, including through the use of cookies, we may automatically collection information about your equipment, browsing actions and patterns. See our cookies policy for more information; or
- When you view and interact with our emails and content

How do we use your information as a donor, partner or potential supporter, and what is our legal basis for processing it?

We will only process your information if we have a legal basis for doing so, including: -

To fulfil a contractual obligation, for example: -

- To administer your membership
- To process financial payments

Where you have granted us consent, for example: -

- To contact you if you subscribe to our mailing list

Where we have a legitimate interest, for example: -

- To manage, review and/or assess any actual or potential contributions, whether these be through financial support, or in-kind donations, have been and/or will be received in line with our ethical fundraising policy;
- To administer our internal operations, including the administration of activities involving our partners; or

- To improve our services to ensure that any content is presented to you in the most effective manner for you.

Where we are required by law to process your information, for example: -

- To make a Gift Aid claim

We also use the information you provide in an anonymised form for the following purposes: -

- Monitor and evaluate the impact of our programmes
- Refine and improve our services
- Produce reports such as our annual report or reports for donors
- To advocate for women entrepreneurs around the world

Our communications with you as a donor, partner or potential supporter

We are committed to communicating with donors, partners and potential supporters in line with their preferences. This means we carefully manage the communications we send you to ensure that we are contacting you in the most relevant way.

You will not receive unsolicited mail from the Foundation unless you have agreed to receiving communications from us. If you are an email subscriber see What this means if you receive our emails.

You can turn off HerVenture app in-app notifications and/or app email notifications from the Profile section of the app. Please note that from time to time, our app may contain links to and from the websites of our partner organisations or others. If you follow a link to any of these websites, please note that they have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check those third-party policies before you submit any personal information to those websites.

What other organisations do we share your information with?

We may share your personal information with our service providers/data processors so that they can carry out work on our behalf. Whenever we engage a third party to act on our behalf we ensure that the contract we enter into with them require them to comply with UK data protection laws, to process your information only for the purposes we specify and to make sure they have the appropriate controls in place to protect the security of your information.

Examples of service providers/data processors include: -

- Our email distribution service provider;
- Providers that develop and maintain any of our digital offerings, such as the Foundation's Business Resilience for Women Entrepreneurs Platform.

We may also share your personal data with partner organisations that work with us to deliver a service you have signed up for. For example, the Bank of America supporters our Mentoring Women in Business programme.

How long do we keep your information?

We only keep your data for as long as necessary for the purposes set out in this Privacy Policy to fulfil our contractual obligations to you, to comply with legal requirements, tax and accounting rules, or for other reasonable legal purposes.

The retention period will vary according to the nature of the purpose under which the information is held. For example:

- We retain Gift Aid declarations in accordance with HMRC guidance, which in the case of a one-off donation is generally six years from the end of the accounting period in which the donation is received; the period is longer in the case of a declaration which applies to a series of donations or if an HMRC query is received during the normal retention period; and
- [another example]

[You can request further information about our retention policy by contacting us].

About the Cherie Blair Foundation for Women

The Cherie Blair Foundation for Women works with women entrepreneurs in low and middle income countries. We work together to enable women entrepreneurs to reach their potential. We are committed to eliminating the global gender gap in entrepreneurship and creating a future where women entrepreneurs thrive.

Since our inception in 2008, we have supported more than 200,000 women to start and grow successful micro, small and medium-sized businesses in over 100 countries.

Training, mentoring, networking, and collaboration are at the heart of our work, deploying technology innovatively to reach and connect with more women worldwide. Our approach opens doors for women entrepreneurs to networks, finance, new markets, investments and opportunities.

As a result, women create a future for themselves, their families, and their communities. In turn, they contribute to more robust economies, global gender equality and a thriving entrepreneurial sector.

www.cherieblairfoundation.org