

The Purple Elephant Project Privacy Notice

Review Cycle	Annual
Date written	November 2022
Date reviewed	February 2025
Date of next review	March 2026

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Telephone 02087441733

Email info@thepurpleelephantproject.org

What information we collect, use, and why

We collect or use the following information to [receive donations or funding and organise fundraising activities](#):

Tel: 020 8744 1733

info@thepurpleelephantproject.org

Charity No: 1186434



CHARITY COMMISSION
FOR ENGLAND AND WALES

- Names and contact details
- Addresses
- Payment or banking details
- Donation history
- Tax payer information (for Gift Aid purposes)

We collect or use the following personal information for **service updates or marketing purposes**:

- Names and contact details
- Addresses
- Marketing preferences
- Recorded images, such as photos or videos
- Donation history
- Records of consent, where appropriate

We collect or use the following personal information for **research or archiving purposes**:

- Records of consent, where appropriate

We collect or use the following personal information to **comply with legal requirements**:

- Name
- Contact information
- Identification documents
- Financial transaction information

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below.

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for.
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete.
- **Your right to erasure** - You have the right to ask us to delete your personal information.
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information.
- **Your right to object to processing** - You have the right to object to the processing of your personal data.
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you.
- **Your right to withdraw consent** - When we use consent as our lawful basis you have the right to withdraw your consent at any time.

If you make a request, we must respond to you without undue delay and in any event within one month. To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to [receive donations or funding and organise fundraising activities](#) are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right

to object. To be clear, you do have the right to withdraw your consent at any time.

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for [service updates](#) or [marketing purposes](#) are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information for [research or archiving purposes](#) are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information to [comply with legal requirements](#) are:

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Where we get personal information from

- We collect personal information directly from you when you donate, fundraise, or engage with us.

How long we keep information

The Purple Elephant Project shall not keep personal data for any longer than is necessary in light of the purpose or purposes for which that personal data was originally collected, held, and processed. Sometimes we are required by law to hold personal data for longer periods of time.

When personal data is no longer required, all reasonable steps will be taken to erase or otherwise dispose of it without delay.

Who we share information with

Data processors

Just Giving - Just Giving processes donation information for us

CAF - CAF processes donation information for us

We also share personal information with organisations we need to share information with for safeguarding reasons

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113



Website: <https://www.ico.org.uk/make-a-complaint>

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