

Privacy Statement

1 Statement of intent

- 1.1 The purpose of this statement is to be transparent about how Free Your Instinct (Registered Charity No. 1160961) will collect, use and protect the personal information provided to us.
- 1.2 Personal data is information that relates to identifiable living individuals. Free Your Instinct will act in accordance with current legislation and meet current best practice with regard to the processing of personal data. We are committed to safeguarding your personal information. The key points of our processing your data are:
 - We will only ever ask for what we really need to know.
 - We will collect and use the personal data that you share with us transparently, honestly and fairly.
 - We will never sell your data.

2 Who we are

Mission

- We provide support and positive intervention to empower anyone facing homelessness principally in the London Borough of Bromley to fulfil their desire for a safe and secure home and live a fulfilled life.

Strategic Objectives

- Provide advice and advocacy to individuals over 18 to overcome a homeless situation
- Provide timely and personalised support, encouragement and personal empowerment to end homelessness
- Provide year-round emergency shelter, access to health and wellbeing services and food
- Provide access to housing through supported housing and hosted accommodation, links with housing providers and private landlords
- Prevent homelessness and challenge negative attitudes towards it by raising awareness of homelessness and giving a voice to those experiencing it

3. Collection of personal data

- 3.1 In any contact you have with Free Your Instinct , you may provide certain personal data to us which we will compile and process in accordance with this Privacy Statement. By providing such information you agree to its use and storage in accordance with the provisions of this Privacy Statement. For example, this might occur when you engage with our social media, make a donation to us, make use of

our advice service, register as a guest, or volunteer. When you do so, we may ask for personal information, like your name, email address and telephone number to store with your account.

- 3.2 Data protection law recognises that certain categories of personal information are more sensitive. This is known as sensitive personal data and covers health information, race, religious beliefs, criminal records and political opinions. Due to the nature of our work we may collect sensitive information on our guests, clients and volunteers. In such an event, clear notices will be provided so that it is clear what information we need and why we need it.

4. How we use your personal data

- 4.1 Free Your Instinct shall only use your data for the purposes for which it is provided. We will collect personal data of people performing the following roles:

- **Friends**, who want to be informed of the news and activities of the charity,
- **Clients**, who use the services of the charity,
- **Donors**, who provide funds to run the charity, either individuals or third parties providing grants
- **Employees or Volunteers**, who help to provide services for the charity,
- **Trustees** who oversee the running of the charity.

- 4.2 The legal basis of processing for data collected from Friends is Consent.

- 4.3 Because of the nature of the services provided and the need to support and protect vulnerable people and our volunteers and staff, the legal basis for processing data for all other roles (other than Friends) is Legitimate Interest.

- 4.4 In all cases, we balance our legitimate interests against your rights as an individual and make sure we only use personal information in a way or for a purpose that you would reasonably expect in accordance with this Statement and that does not intrude on your privacy.

- 4.5 Where we process sensitive personal data (as mentioned above), we will make sure that we only do so in accordance with one of the additional lawful grounds for processing such as where we have your explicit consent or you have made that information manifestly public. When we do this, we will tell you what sensitive personal data we are collecting and why.

5 Marketing materials

- 5.1 We want to ensure you receive the level of information about Free Your Instinct that is right for you. If you actively provide your consent to us along with your email address, we may contact you for marketing purposes by email. By subscribing to Free Your Instinct emails or opting in to email communication from Bromley

Homeless, you grant us the right to use the email for the purposes specified when you opt in.

- 5.2 We will not use your personal information for email marketing purposes if you have indicated that you do not wish to be contacted by us for such purposes. However, we will retain your details on a suppression list to help ensure that we do not continue to contact you.

6. Third parties

- 6.1 Free Your Instinct will not, under any circumstances, share with or sell your personal data to any third party for marketing purposes and you will not receive offers from other companies or organisations as a result of giving your details to us.
- 6.2 We may need to share your information with "data processors" such as our service providers, associated organisations and agents, for example to prepare and send the materials relating to our projects and fundraising activities. These "data processors" will only act under our instruction and we will not allow these organisations to use your data for their own purposes and will take care to ensure that they keep your data secure.
- 6.3 We will also comply with legal requests where disclosure is required or permitted by law (for example to government bodies for tax purposes or law enforcement agencies for the prevention and detection of crime), subject to such bodies providing us with a relevant request in writing.

7 Storage and correction of personal data

- 7.1 We will hold your personal information on our systems for as long as is necessary for the relevant activity, for example we will keep a record of donations for at least ten years. If you request that we stop sending you marketing materials we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.
- 7.2 The accuracy of your information is important to us.
- 7.3 If you have any queries about this privacy statement, the data that we hold or to action your rights under data protection legislation, please contact us.

8. Links to other websites

- 8.1 Our website may, from time to time, contain links to and from the websites of other persons. 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 them. Please check those policies before you submit any personal data to those websites.

9 Changes to this statement

- 9.1 We may make changes to this Privacy Statement by posting the new version on this website.