

Privacy and Fair Fundraising Promise

When you request information from Newlife, make a donation, contact or use our services, Newlife obtains information from you. This statement explains how we look after that information and what we do with it. It also tells you more about how we fundraise and our guarantee to you.

Information/Data

General We have a legal duty under the Data Protection Act 1998 to prevent information falling into the wrong hands. We must also ensure that the data we hold is accurate, adequate, relevant and not excessive. The information we hold comes from you. Whenever we collect information from you we will clearly state what is required in order to provide you with the information, service or goods you need. You do not have to provide us with any additional information unless you choose to. We store your information securely. We restrict access to those who have a need to know and we train our staff in handling information securely. We may disclose personal data about you if we are required to do so by law, or pursuant to legal process and in response to a request

from law enforcement authorities or other government officials. You have certain rights over the personal data we process about you. You have the right to request that we cease sending marketing communications, whether by email or otherwise. You may request access to the personal data we hold about you, or for us to update, amend or correct the information. Please contact the Data Protection Officer at Newlife. There is a charge of £10 for a copy of your data (as permitted by law). We aim to reply as promptly as we can within the legal maximum of 40 days.

Care Services Dept In providing families with support information or services, this department gathers more detailed data than is generally sought by other departments of the charity. Only relevant details may be shared with other professionals, agencies and

the appropriate equipment supplier, for the purpose of delivery of the support/service you have requested. We will not otherwise share your personal data, except as described in this document, under the 'general' section or in accordance with service specific terms and conditions.

Opting In We ask all contacts to choose to 'opt in' to receive information about the work of the charity and other opportunities. You can contact us directly at any time to opt out and tell us not to send you any future material using the contact details above.

Families please understand - If you choose to opt out from receiving information about Newlife, we will not be able to keep you updated about our services, or ways the charity can help your child. This will not affect our ability to support you. You can unsubscribe at any time.

Fair Fundraising

Newlife is one of only a handful of UK charities that guarantee to use 100% of donations for the purpose the donor intends. So whether we receive £10 or £10,000, we will tell all our supporters how every single penny is spent. Each year around 95% of our voluntary income is given under such a restriction which gives the supporter the power to choose which of our services and/or in which county they want their donation used.

We promise we do not:

- ❌ Sell or share your data or personal information.
- ❌ Send you unwanted mailings or appeals if you opt out.
- ❌ Use high street donation recruiters, known as 'chuggers'.

We promise we will:

- ✅ Always tell you how 100% of the restricted gifts you make have been used to help children in need.
- ✅ Ensure that we do not contact you if you ask us not to do so.
- ✅ Honour and respect the relationship we have with you, as we work together to help children and families.
- ✅ Be truthful, open and learn from any mistake we might make.

We also hope it gives you confidence to know that:

- ✅ Newlife is registered with Fundraising Regulator and is audited by one of the UK's leading Auditors, BDO.
- ✅ Copies of our accounts are free on request.
- ✅ Newlife Trustees sign a code of conduct for the purposes of safeguarding children.
- ✅ Newlife senior staff undergo similar types of screening.