

## **Prostate Cancer Research Centre Privacy Statement**

### **What information do we collect about you and how do we use it?**

Prostate Cancer Research Centre (PCRC) respects your privacy, and so limits the amount of information we collect and retain about you to a minimum. The information we collect depends on your connection with our charity. Typically we keep details such as:

- Your title, name and address
- Home and mobile telephone numbers, and email address
- Details of your donations, including gift aid information
- Dated records of any messages or communication we have had with you
- Information gathered through surveys or forms you have filled out from us both on and offline
- Financial data relating to donation payments. For example, if you donate by direct debit or standing order, we keep bank account details to set up and collect payments. If you wish to donate by credit card or debit card, your card details are collected in order to process your payment.

### **Targeted communications**

PCRC aims to build the charity's income for research purposes. To this end, we research our donors' interests and preferences to ensure appropriate communications are issued. In addition to sourcing relevant geographic and demographic data, we use publicly available third-party data – for addresses, directorships or typical earnings within a selected region. This provides insight into our current and potential supporters, and their possible motivations. PCRC conducts measured, appropriate and cost-effective campaigns for the purpose of increasing charitable income.

### **How do we use information about you and how is it stored?**

We only use the information we hold about you in line with the reasons for which it was provided, which may include but is not limited to:

- If you have made a donation to PCRC, we will send you an acknowledgement to say thank you
- To keep you informed of PCRC news, research and events you may be interested in supporting
- To share fundraising information with you
- To claim Gift Aid from HMRC where you have made a valid Gift Aid declaration
- Details required to dispatch PCRC merchandise you have purchased or for which you have qualified
- If you register for one of our events directly or through third-party agents, we may let you know of other events which may be of relevance if you have opted in for such communications
- Data for employment or volunteering (see PCRC's HR and Volunteering Policy).

For donation processing, our third-party agents and hosting partners use industry-standard encryption methods to ensure the security of payment and donor data. Card security codes are not stored on PCRC's electronic systems or as hard copies, in compliance with the Payment Card Industry (PCI) Data Security Standards (PCI DSS). For donations made through PCRC's website, we use Stripe – a PCI-certified auditor certified to [PCI Service Provider Level 1](#). This is the most stringent level of certification available in the digital payments industry.

Any information you submit is sent at your own risk. Once we have received your data, we use standard operating procedures to prevent unauthorised access. Access to personal and financial data is permitted to authorised staff only. We take appropriate measures to ensure that the information disclosed to us is secure, accurate. Our data storage is assessed through a secure physical and electronic process.

PCRC does not sell or share personal information with third parties (unless legally obliged), although we use screened and approved external companies to process and store data on our behalf in a secure environment.

### **Retention of your data**

PCRC only stores your information for a specific amount of time. The information you provide will be retained by us in accordance with applicable laws. Personal data is kept only for the purposes for which it is used, or for as long as PCRC is legally required to keep it. We will take reasonable steps to destroy or de-identify personal information we hold if it is no longer needed for the purposes set out above.

If you wish to change or specify which communications you receive from us and the method by which we contact you (phone, email, letter, social media), we will amend our records accordingly. Simply contact us at [info@pcr.org.uk](mailto:info@pcr.org.uk) or call 0203 735 5444.

PCRC abides by the Code of Practice set by the Fundraising Regulator (FR) and Information Commissioner's Office (ICO).

### **Storing information during your visit to our website**

Please refer to our [cookie policy](#) for more information.

### **Social media**

We use analysis tools on our social network pages, such as Twitter and Facebook. Any information used via these tools is not shown to us, and we do not store any information from them. Please refer to each social media company's privacy policies for more information specific to that site.

### **Changes to our Privacy Statement**

We keep PCRC policies under regular review. This Privacy Statement will be reviewed on a regular basis and we will place any updates on our website.

### **Your rights**

The Data Protection Act (1998) gives you certain rights regarding your personal information. All reasonable measures are taken to enable you to exercise those rights. You have the right to ask for a copy of the information we hold about you or ask us to remove non-essential information from our records. If you wish to check, correct or amend your details, please contact us and we will respond to your enquiry.

### **How to contact us**

Prostate Cancer Research Centre, Suite 2, 23-24 Great James Street, London, WC1N 3ES

[info@pcr.org.uk](mailto:info@pcr.org.uk)

0203 735 5444

Registered charity no: 1156027