



Imara CIO Privacy Notice for Supporters

Imara processes your personal data in order to keep you updated as a supporter and invite you to be involved in events and fundraising. The lawful basis for this is your consent, as demonstrated by signing up for our mailing list which involves opt-in tickboxes and verification of your email address.

What information do we hold as data?

We do not hold any information on you unless you sign up to our mailing list. If you sign up to our mailing list, we will hold a range of personal information about you, all of which you give us directly. This consists of:

- your name
- your email address
- whether you open, respond to or click through any of our communications e.g. to make a donation

Why do we hold this data?

We hold your name and email address in order to send you our regular Supporters Newsletter with relevant updates such as:

- big changes to Imara
- upcoming fundraising events and campaigns
- successes and follow-up from previous fundraising campaigns and projects
- opportunities to volunteer or get involved
- invitations to Thank You events

We do this to foster the Imara community and to carry out efficient fundraising. We hold your response data in order to monitor and improve our own marketing and communication strategy.

If you have also consented and signed up to our Professionals newsletter, you will receive some other types of relevant updates, but the lawful basis and data processing is the same as outlined in this privacy notice.

What do we do with your data?

Your data is all stored on Mailchimp, the GDPR compliant marketing automation platform that we use. Their full Privacy Policy is available here: <https://mailchimp.com/legal/privacy/>, of which we encourage you to read Section 3 - Privacy for Contacts. Their full Terms are available here: <https://mailchimp.com/legal/privacy/>.

Only members of the Imara Team have access to our secure Mailchimp account and your data, and it is only accessed and used for the purpose of sending newsletters as part of our marketing and communication and fundraising strategies.

Who do we share this data with?

We do not share your data with anyone.

How long do we keep your data?

Once you have consented and subscribed to our mailing list, your data will be stored on Mailchimp indefinitely. You can unsubscribe at any point using the links on the bottom of any email you receive from us if you no longer wish to receive any further communications. Once unsubscribed, your data will remain on Mailchimp until we manually remove it, which we will endeavour to do at regular intervals as afforded by our capacity. If you would like your data removed immediately, please contact us by emailing info@imara.org.uk.

As it currently stands, GDPR outlines that we must regain consent from all supporters every 2 years, so we will contact you inviting you to opt in again 2 years after the date you signed up for our mailing list.

Where can you get more information?

If you have any questions, please ask our Data Controllers or Data Protection Captain on the email address: info@imara.org.uk. All of our full Data Policies are on our website and can be found at: <http://www.imara.org.uk/our-policies>

Under the lawful basis of consent, you have the right to see the data we hold on you, for instance if you want to verify it or make any corrections. If you would like to do this, please email info@imara.org.uk with the subject heading "Subject Access Request".

You also have the right to erasure and to object to or restrict data processing. If you would like to do this, please email info@imara.org.uk with a subject heading such as "Request to be Forgotten from Mailing List".

If you would like to make a complaint about our data policy or processing, you can access our full Complaints Procedure on our website at: <http://www.imara.org.uk/our-policies>. If, following a full complaints procedure, you are still not happy that your complaint about our data policy or processing has been handled sufficiently and any necessary improvements made, you can report a concern to the Information Commissioner's Office: <https://ico.org.uk/concerns/>