



We care for babies, children  
and young people in the  
East Midlands – wherever they are.

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# Supporter Privacy Notice

## Introduction

As a responsible charity, we value the trust you place in us when you share your personal data with us.

When you provide us with your personal data to help support our work, we want you to be assured that your personal data is protected.

Please read this privacy notice carefully, as it contains important information on who we are and how and why we collect, store, use and share your personal data.

It also explains your rights in relation to your personal data and how to contact us or the UK's data protection authority the Information Commissioner's Office (ICO), if you have a complaint about how we process your personal data.

This privacy notice applies to members of the public who provide support via attending events, donating, playing the Rainbows lottery, purchasing from our shops or visiting our hospice.

We have separate privacy notices for volunteers, employees and those that rely on our clinical services. You will be provided these notices at data collection if applicable.

## Who are we

The controller of your personal data is Cope Childrens Trust (Rainbows Hospice, Children and Young People), a company registered in England under company number 02743297.

Our address is Lark Rise, Fairmeadows Way, Loughborough, Leicestershire, LE11 2HS (referred to in this privacy notice as “we”, “us” or “Rainbows”).



## Meet our Data Protection Officer

To ensure that we are doing the right thing and are not acting unlawfully, we have a data protection officer, known as our DPO.

HelloDPO Law Limited acts as our DPO and they are always available to answer any questions you may have. You can contact the DPO via [dpo@rainbows.co.uk](mailto:dpo@rainbows.co.uk)

We regularly review this privacy notice and will always let you know if there are any important changes.

There will always be the most up to date version on our website, in our shops or at the hospice. If you would like to receive a copy of any previous versions, please contact our DPO via [dpo@rainbows.co.uk](mailto:dpo@rainbows.co.uk)

Our website also allows you to read this privacy notice in a different language or easier to read format.

This privacy notice was last updated on 24 October 2025.

## What personal data do we collect about you?

As a supporter of Rainbows, we will need to collect and process personal data about you. This includes the following information:

- a. Your full name;
  - b. Your date of birth;
  - c. Your home address;
  - d. Your phone number and email address;
  - e. Donation and financial details;
  - f. Marketing preferences;
  - g. Reason(s) for your donation and support;
  - h. CCTV images (hospice and charity shops);
  - i. Time spent in the hospice; or
  - j. Car registration details (those parking in the hospice only).
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## When do we collect information about you

We will collect information about you when you:

- a. Attend a paid or free event hosted by Rainbows;
- b. Play the Rainbows Lottery;
- c. Make a one-off donation via our website, telephone or face-to-face;
- d. Set up a regular donation via a direct debit scheme;
- e. Organise an event to support Rainbows, for example a sponsored walk or coffee morning;
- f. Set up a legacy donation or in memory donation;
- g. Make an enquiry to any of the team at Rainbows;
- h. Visit or make a purchase in one of our charity shops;
- i. Sign up for gift aid, when making a purchase or donation;
- j. Provide a comment on any of Rainbow's public social media sites;
- k. Donate items to our charity shops or the hospice;
- l. Visit our hospice;
- m. Park in our Hospice car park; or
- n. Visit our charity shops.

## What is our lawful basis for using your personal data?

When Rainbows processes your personal data, we must have a lawful reason to do so under data protection legislation ("lawful basis").

Here are some of the lawful bases we use:

**Consent:** This means you have said it is okay for us to use your personal data.

**Rainbows legitimate interests:** This means processing your personal data will help Rainbows achieve something important to them, for example having CCTV in our hospice keeps us all safe.

**Contractual necessity:** This means we will process your personal data to allow you make a purchase or a financial donation and enter into a contract with us.

**Legal obligations:** Rainbows must always follow the law and sometimes we need to collect personal data about you to achieve this.



The table below sets out the personal data we collect and use about you and the lawful basis we rely on.

You are required to provide certain personal data, and we have identified the personal data below with an“\*”. If you do not provide this personal data, we may not be able to proceed with your donation or request.

| Personal data processed                                                                                                                                                               | Purpose of processing                                                                                                  | Lawful basis                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Your basic contact details including*: <ul style="list-style-type: none"> <li>• full name;</li> <li>• telephone number;</li> <li>• email address;</li> <li>• home address.</li> </ul> | To create a database of supporters (individual and corporate) who have an interest or donated to Rainbows              | <b>Legitimate interests:</b><br>To build a database and allow Rainbows to understand who our supporters are                              |
|                                                                                                                                                                                       | To allow Rainbows to issue regular communications and inform you about future events and the support Rainbows provides | <b>Consent:</b> Email and SMS contact                                                                                                    |
|                                                                                                                                                                                       |                                                                                                                        | <b>Legitimate interests:</b> To send postal marketing and to make live calls to increase awareness and support for Rainbows              |
|                                                                                                                                                                                       | To allow Rainbows to provide a personalised thank you for the support you have provided                                | <b>Legitimate interests:</b><br>To build relationships with donors and thank them for their support                                      |
|                                                                                                                                                                                       | To allow you to attend free events to support Rainbows                                                                 | <b>Legitimate interests:</b><br>To facilitate free events and have an awareness of who is attending to assist with planning and resource |
|                                                                                                                                                                                       | To have a record and provide a receipt of one-off cash donations                                                       | <b>Contractual necessity</b>                                                                                                             |

| Personal data processed                                                                                     | Purpose of processing                                                                                                 | Lawful basis                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Bank details and transaction details*                                                                       | To take payment for a paid ticketed event                                                                             | <b>Contractual necessity</b>                                                                                                                   |
|                                                                                                             | To set up direct debits for regular donations or lottery applications                                                 |                                                                                                                                                |
|                                                                                                             | To accept one off donations, via bank transfer                                                                        |                                                                                                                                                |
|                                                                                                             | To facilitate payments made in our charity shops                                                                      |                                                                                                                                                |
|                                                                                                             | To enable Rainbows to run reports and understand trends and income generated to plan future campaigns and fundraising | <b>Legitimate interests:</b><br>To be able to increase income and support for Rainbows by understanding previous support and successful events |
| Date of birth*                                                                                              | To confirm you are of a legal age (18 years or over) to play the Rainbows Lottery                                     | <b>Legal obligation</b>                                                                                                                        |
| Name of deceased, contact details, bank account details, marketing permissions, date of death, next of kin* | To facilitate funeral donations and in memory donations                                                               | <b>Contractual necessity</b>                                                                                                                   |
| Name, contact details inc. home address, donation amount and agreement for gift aid*                        | To facilitate gift aid on donations                                                                                   | <b>Legal obligation</b>                                                                                                                        |
| CCTV images                                                                                                 | To provide a safe and secure environment at our hospice and shops                                                     | <b>Legitimate Interests:</b><br>To provide a safe and secure environment at our hospice and shops                                              |

| Personal data processed                                        | Purpose of processing                                                                              | Lawful basis                                                                                                                                                        |
|----------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Time of entering and leaving the hospice and date(s) attended* | To have a full oversight of who is on site at the hospice in the event of an emergency             | <b>Legal obligation</b>                                                                                                                                             |
| Car registration number                                        | To manage access to the hospice carpark and ensure individuals are parking safely and respectfully | <b>Legitimate interests:</b><br>To ensure anyone parking in our carpark is allowed to and an ambulance can always get to the hospice                                |
| T-shirt size                                                   | To provide branded t-shirts for public fundraising events                                          | <b>Legitimate interests:</b><br>To promote Rainbows as a charity at public events and gain more awareness and support from other attendees or members of the public |
| Reasons for your donation                                      | To allow us to understand why individuals support us and build relationships with supporters       | <b>Consent</b>                                                                                                                                                      |

## Special category data

Some personal data is more private and personal and needs extra protection. This is called special category data and includes information about your health, your religion and your ethnic background.

Whilst we will collect a lot of special category data when we provide care and support to our babies, children and young people, we will not necessarily collect this type of data from members of the public who are supporting us as a charity.

## Marketing

We will use your personal data to send you updates by email, text message and post about our charity including how you can support us (upcoming events and fundraising activities) or how your support is making a difference to those that rely on the services of Rainbows.

We will only send you marketing information, via email or text if you have agreed to receive information from us. We will always ask you when you provide your personal data to us whether you would like to receive this information.

We have a legitimate interest in using your personal data to send you communications and updates via post or to call you via the telephone. This means we do not need your consent to send you marketing information, via these methods.

If we change our marketing approach in the future so that consent is needed, we will ask for this separately and clearly.

You do, however, have the right to opt out of receiving any marketing communications, including post and telephone at any time by:

- contacting us at: [supportercare@rainbows.co.uk](mailto:supportercare@rainbows.co.uk)
- letting us know when we phone you, or being registered with the telephone preference service
- using the 'unsubscribe' link in emails or 'STOP' service in our text messages.

We will always treat your personal data with the utmost respect and never sell OR share it with other organisations or charities group for their marketing purposes.



## Sharing your data with Meta

We use Meta platforms (Facebook and Instagram) to help promote Rainbows' fundraising activity. To make sure our adverts reach people who are most likely to be interested in supporting Rainbows, we use Meta's advertising tools to create anonymous audience groups.

To do this, we share a securely coded ('hashed') version of limited supporter information (for example, your name and email address) with Meta. Meta uses this coded data only to find people who may have similar interests to our supporters. Meta does not tell us who those people are, and we cannot see anyone's personal Facebook or Instagram activity.

We also use Meta's tools to understand how effective our adverts are, e.g. whether people who see a Rainbows advert later visit our website or register for an event. This helps us use our fundraising budget efficiently.

You can ask us not to use your data in this way at any time by contacting [supportercare@rainbows.co.uk](mailto:supportercare@rainbows.co.uk) and we will ensure your information is excluded from future advertising audiences.



## Sharing your personal data with third parties

We work with other companies to make sure as charity we are providing the best service, and we can administer donations.

The types of companies we work with include:

- a. Our charity database (Access CRM);
- b. Fundraising collection/payment platforms (for example SumUP, Just Giving, Global Payments and GiveALittle) ;
- c. Event booking page services (Ticket Tailor);
- d. Memorial tribute platforms (Muchloved, Memory Giving);
- e. Our lottery provider (Sterling);
- f. Our CCTV provider;
- g. Sign-in provider;
- h. Our Trustees;
- i. Our lawyers and accountants;
- j. Law enforcement; and
- k. Potential purchasers if we ever sell Rainbows.

When we share your personal data with other companies, they will sign a contract with Rainbows, and we will give them strict instructions on how to process your personal data.

The other company will make sure they keep your personal data safe at all times and make sure their employees do not share your personal data with anyone who does not have a right to know about it.

## Keeping your personal data secure

We have strict security measures in place to prevent your personal data from being accidentally lost, deleted, or used or accessed by someone who is not meant to do so.



## How long do we keep your personal data for?

We will only keep your personal data for as long as is necessary in order to provide you with care and support or where the law tells us to.

We will retain your personal data for 7 years from your last donation/communication with us.

## Transferring data outside of the UK

In some cases, we may need to send your personal data to companies outside of the United Kingdom (UK). Where this is the case, we will only share the minimal amount of personal data necessary and, where possible, we will share the personal data in an anonymised form, this means they will not be able to tell it is you.

Whenever we transfer your personal data out of the UK, our DPO will ensure that it is protected and will be looked after in the same way as it would be by Rainbows in the UK.

If you have any questions about your personal data being transferred to another country, please contact our DPO via [dpo@rainbows.co.uk](mailto:dpo@rainbows.co.uk)

## Your Data Subject Rights

Under data protection laws you have the following rights:

- a. Request access to your personal data. This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
  - b. Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate personal data we hold about you corrected.
  - c. Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see point d below).
  - d. Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground or we are providing marketing to you.
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- e. Request the restriction of processing of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish its accuracy or the reason for processing it.
- f. Request that your personal data is sent to another controller (the right of portability). In certain circumstances, you have the right to get your personal data from us in a way that is accessible and machine-readable, and you also have the right to ask us to transfer your personal data to another organisation. This does not apply to all of your personal data, only personal data that you have provided to us, and which is held electronically. We only have to comply with this right if it is technically feasible to provide this personal data in a commonly used format, for example, a CVS file.

If you would like to exercise any of your rights, please contact us by email via [dpo@rainbows.co.uk](mailto:dpo@rainbows.co.uk)

When contacting us to exercise your rights we will always ask for verification to make sure we are responding to the right person.

All requests will be dealt with free of charge and within one calendar month of the request.

If in exceptional circumstances, we need to extend this timeframe by a further two months we will contact you within one calendar month and let you know.

## How to complain

We hope you are happy with how Rainbows processes your personal data. If you do have any questions or concerns, please get in touch with our DPO and she will try to help you.

If you are still not happy you can speak to The UK Information Commissioner's Office, as they make sure that all companies in the UK look after personal data correctly and will get involved if they do not. You can get in touch with them by phone 0303 123 1113.