



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

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Supporters and Potential Supporters 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.

It also applies to potential supporters, who may be contacted by Rainbows to discuss how they might support our hospice service.

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 Children's Trust (Rainbows Hospice for 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.

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, or an easy-to-read format please contact our DPO via dpo@rainbows.co.uk.

This privacy notice was last updated on 11 September 2026.

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).



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. Speak to us on the telephone regarding potential support;
- f. Sign up for a free token gift from Rainbows;
- g. Organise an event to support Rainbows, for example this could be a sponsored walk or coffee morning;
- h. Set up a legacy donation or memory donation;
- i. Make an enquiry to any of the team at Rainbows;
- j. Visit or make a purchase in one of our charity shops;
- k. Sign up for gift aid, when making a purchase or donation;
- l. Provide a comment on any of Rainbow's public social media sites;
- m. Donate items to our charity shops or the hospice;
- n. Visit our hospice;
- o. Park in our Hospice car park; or
- p. 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 or sending information to those who have expressed an interest in Rainbows as a charity.

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*: • full name; • telephone number; • email address; • home address.	To create a database of supporters (individual and corporate) who have an interest or donated to Rainbows	Legitimate interests: 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	Consent: Email, telephone and SMS contact
		Legitimate interests: To send postal marketing and to make live calls to increase awareness and support for Rainbows
		Legitimate interests: To allows us to maintain our relationship with those that have previously supported us and to increase ongoing awareness and support for Rainbows.
	To allow Rainbows to provide a personalised thank you for the support you have provided	Legitimate interests: To build relationships with donors and thank them for their support

Personal data processed	Purpose of processing	Lawful basis
Your basic contact details including*: • full name; • telephone number; • email address; • home address.	To allow you to attend free events to support Rainbows	Legitimate interests: 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	Contractual necessity
	To allow you to join WhatsApp groups with other supporters who are completing similar fundraising events, such as the London Marathon.	Consent
	To arrange a telephone call, so that we can send you the free gift that you have signed up for	Legitimate interests: To promote Rainbows as a charity and gain more awareness and support from other members of the public
Date of birth*	To confirm you are of a legal age (18 years or over) to play the Rainbows Lottery	Legal obligation
Name, contact details inc. home address, donation amount and agreement for gift aid*	To facilitate gift aid on donations	Legal obligation

Personal data processed	Purpose of processing	Lawful basis
Bank details and transaction details*	To take payment for a paid ticketed event	Contractual necessity
	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	Legitimate interests: To be able to increase income and support for Rainbows by understanding previous support and successful events
Name of deceased, contact details, bank account details, marketing permissions, date of death, next of kin*	To facilitate funeral donations and in memory donations	Contractual necessity
CCTV images	To provide a safe and secure environment at our hospice and shops	Legitimate Interests: To provide a safe and secure environment at our hospice and shops
	We carry out periodic checks of a limited sample of CCTV footage to ensure that our systems are functioning correctly, that cameras are positioned appropriately, and that footage is being captured as intended	Legitimate Interests: to maintain a safe and secure environment and to ensure our CCTV systems are effective and fit for purpose.

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	Legal obligation
Car registration number	To manage access to the hospice carpark and ensure individuals are parking safely and respectfully	Legitimate interests: 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	Legitimate interests: 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	Consent

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 Communications

We may use your personal data to send you updates about Rainbows by email, text message, and post. These communications may include information about upcoming events, fundraising activities, and the difference your support makes to those who rely on our services.

Email and Text Marketing

We will only contact you by email or text message for marketing purposes where one of the following applies:

- You have given us your consent to receive marketing communications from us; or
- We are entitled to rely on the charitable soft opt-in exemption or the commercial soft-opt in exemption under data protection law.

The charitable soft opt-in exemption allows Rainbows to contact you about our fundraising activities and upcoming events where you have previously donated to us or have shown support for our work by attending one of our events.

If you have signed up to play our Lottery or Superdraw, we may also contact you by email or text message about future Lottery and Superdraw opportunities. (commercial soft-opt in exemption)

Telephone Marketing

Rainbows may work with specialist agencies to contact you by telephone where you have expressed an interest in hearing from us and have provided your telephone number, for example by responding to one of our advertising campaigns.

We will not contact you by telephone if you are registered with the Telephone Preference Service (TPS), unless you have given us your separate, consent to do so.

Your Right to Opt Out

You have the right to opt out of any or all marketing communications from us, including by email, text message, post, and telephone, at any time. You can do this by:

- Emailing us at supportercare@rainbows.co.uk;
- Letting us know when we contact you by telephone;
- Registering with the Telephone Preference Service (TPS) at tpsonline.org.uk;
- Clicking the 'unsubscribe' link in any marketing email we send you; or
- Replying 'STOP' to any marketing text message we send you.

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 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. A charity database (Access CRM);
- b. Fundraising collection/payment platforms (for example SumUP, Just Giving, Global Payments and Give a Little);
- c. Event booking page services (Ticket Tailor);
- d. Memorial tribute platforms (Muchloved, Memory Giving);
- e. Our lottery provider (Sterling);
- f. Our telemarketing company (Real Calling Limited)
- g. CCTV provider;
- h. Our Hospice visitor sign-in provider;
- i. Our Trustees;
- j. Our lawyers and accountants;
- k. Law enforcement; and
- l. 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.



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, phone number, email address and postcode) 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, and we will ensure your information is excluded from future advertising audiences.

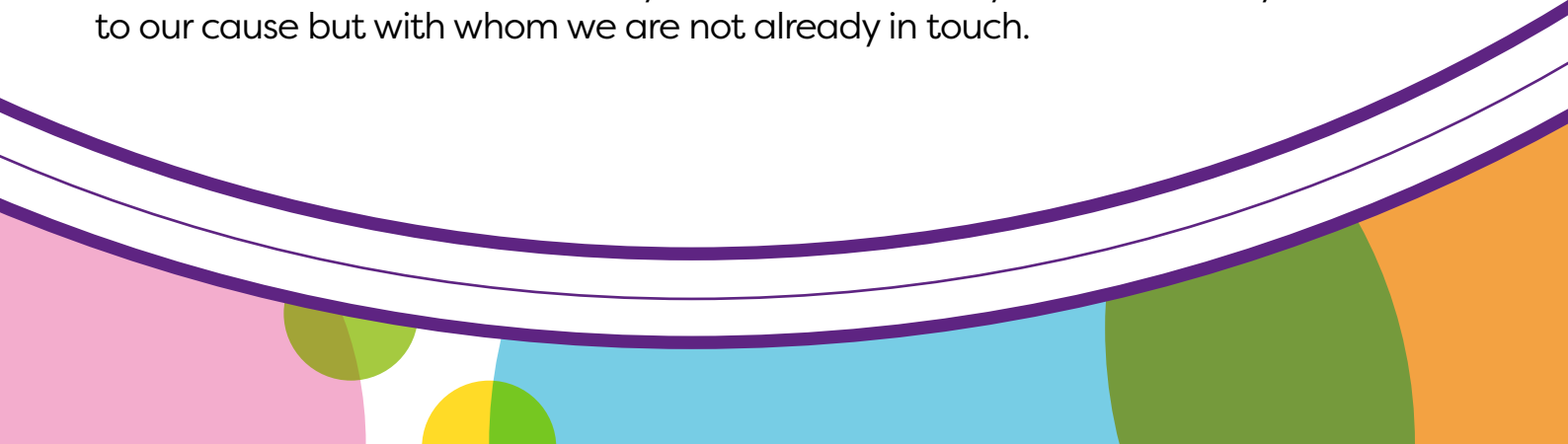
Building profiles of supporters and potential supporters

We may undertake research, profiling and analysis to help inform our decisions as a fundraising charity. This may include analysing our supporter base to identify, communicate and engage with people who might choose to give significant donations. This helps us to understand more about the people we engage with, their connection to us and their interests and to make the information we provide to supporters more relevant.

We may carry out in-house research, or from time-to-time, engage specialist third-party research consultancies, to determine whether an individual could be a potential major supporter and what aspects of our work might be of particular interest to them.

This helps us to identify and engage with people who may wish to have a closer and more informed relationship with the charity and make a significant gift.

This research may be undertaken for both existing and prospective high value donors, as well as to identify individuals who may have an affinity to our cause but with whom we are not already in touch.



We may use publicly available information from third party resources such as Google, Companies House, the Electoral Register, social networks such as LinkedIn, trade press and published biographies. The type of information we collect can include:

- a. career overview
- b. gift capacity
- c. areas of philanthropic interest
- d. history of giving to us and others
- e. how the individual is connected with us and others
- f. public information on philanthropic activities

In order to identify people who might benefit from this more personal approach we may screen our database or use a third-party organisation to do so. We may also use profiling information to produce short biographies of people who are due to meet our leadership or attend one of our events. We may also ask our existing supporters, volunteers, staff and Trustees whether they would be prepared to facilitate introductions to their own networks.

We are also legally required to carry out checks on individuals who donate large donations, to comply with our duties in respect of anti-money laundering legislation and the prevention of fraud.

We rely on our legitimate interests to process this data as connecting people to our cause is instrumental in meeting our charitable objectives. We are careful to ensure that the information we process is not excessive nor intrusive.

Under data-protection law you have the right to object to your data being processed in this way. You can do this by contacting us at supportercare@rainbows.co.uk.

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

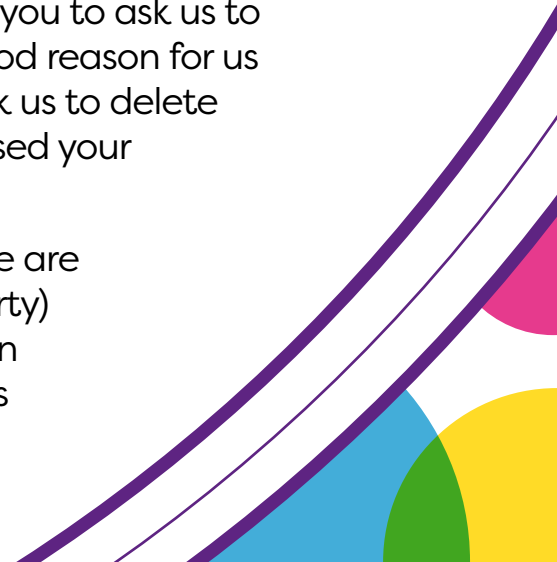
In some cases, we may need to send your personal data to companies outside of the United Kingdom (UK). Where this is the case, we will only share the minimal amount of personal data necessary and, where possible, we will share the personal data in an anonymised form, this means they will not be able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

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

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.