



THE IRISH BLUE CROSS
ANIMAL WELFARE CHARITY

Privacy Notice

1. Introduction:

At The Irish Blue Cross, we are committed to protecting your privacy. The purpose of this notice explains how and why we use your personal data which identified you or which can be used to identify you personally, to ensure that you remain informed and in control at all times. We will never sell your data. We will only ever use it with other organisations who help us deliver our projects where strictly necessary and only if they comply fully with data protection law. Please read this privacy notice carefully together with any other documentation we provide on specific occasions when we ask to collect or process your personal data so that you are fully aware of how we are using it. This Notice is written to comply with Article 12(1) of the General Data Protection Regulations (“GDPR”) which took effect from 25th May 2018. The purpose of GDPR is to protect you against any misuse of your personal information and it does so by ensuring that all entities who collect, use, disclose or otherwise process personal information do so in accordance with one or more legal justifications.

If you have any data protection questions in relation to this policy, about how we use your personal data in general, of if you would like to make a request to exercise any of the rights you have over your personal data (see section 10) please send them to dataprotection@bluecross.ie or by phoning (01) 4163033, or in writing to:

The Data Protection Officer
The Irish Blue Cross
15A Goldenbridge Industrial Estate
Tyrconnell Road
Inchicore
D083Y92

How To Contact Us

If you are an Irish Blue Cross supporter and you would like to update the personal data we hold about you or would like to opt out of receiving marketing communications from us you should email: fundraising@bluecross.ie or write to Our Campaigns and Fundraising Manager at the above address.

If you do not wish to be included in future mailings, we may need to add your details onto our database with a “do not contact” indicator. This is to ensure we can remove your details from any future mailing lists used to reach potential new supporters. If you are not an Irish Blue Cross supporter and have received something from us that you are unhappy with then please contact our Campaigns and Fundraising Manager. We check any new mailing list we use against our own records before sending out a communication to those on the mailing list.

2. About The Irish Blue Cross

We are The Irish Blue Cross, a registered Irish Charity (CHY No. 20203128) and a Company Limited By Guarantee (Co. Reg. No. 637671). Our registered Office is at 15A Goldenbridge Industrial Estate, Tyrconnell Road, Inchicore, D08 EY92.

Our Purpose

The Irish Blue Cross is a charity that has been helping sick and injured animals since 1945. We help thousands of pets in need of veterinary care every year. We also provide advice and education for current and future pet owners and operate an ambulance service at racecourses.

3. Information we collect about you

We collect and use a wide variety of information from our clients (i.e. people who use the charity's veterinary and animal welfare services), donors, volunteers, staff & other.

We collect the personal data you provide us. This includes information you provide when you,

- sign up to a campaign
- make a donation
- volunteer with us
- or contact us about an appointment for your sick pet at one of our clinics
- participate in an event
- or send us an email

The personal data may include your,

- name
- date of birth
- email
- address
- telephone
- gender (so that we state your title correctly when writing to you)
- and where we are reclaiming tax in respect of the donation, your PPSN
- if you are volunteering with us, your next of kin
- Financial information such as, payment such as credit/debit card or direct debit details
- your pets' name
- proof of eligibility for use of our services

Personal Data Created through your involvement with us

Your activities and involvement with The Irish Blue Cross will result in personal data about your being created. This may include details of your pets attending our clinics, how you will help us as a volunteer and your involvement in one of our appeals. If you decide to donate to us, we will keep a record of when how much you have donated and through what medium, e.g. our Christmas Appeal or via a charitable trust. If you choose to make a Tax efficient donation through Revenue's Tax relief on Charitable Donations Scheme we will share your PPS Number with them.

Personal Data We Generate

From time to time, we may use analysis and segmentation to identify supporters who may want to make significant contributions to support our mission. We may compare this information with publicly available or otherwise legally obtained information. We also carry out analysis and segmentation to help us communicate with you in the most cost-effective manner.

Recruiting New Supporters

To enable us to recruit new supporters we use advertising e.g. radio and social media channels. Where we have your consent to do so or have an ongoing relationship with you we will send appropriate information to you about our organisation and the things we are doing. This may include requests for donations.

Special Categories of Personal Data

We do not normally collect any special categories of personal data about you, such as your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. Nor do we collect any information about criminal offences and convictions. However, there are some situations where we will collect special categories of personal data such as your health if you are participating in a fundraising activity like running a marathon. If we do need to collect this sort of data, we'll take extra care to ensure that your privacy rights are protected.

Accidents Or Incidents

If an accident or incident occurs on our property or involving one of our staff (including volunteers), our record of what happened and the action we have taken as a result may include personal data and special categories of personal data.

Volunteers

Our volunteers are incredibly important to The Irish Blue Cross.

For volunteers who work at our mobile clinics we record,

- your name
- email
- address
- references
- gender (so that we state your title correctly when writing to you)
- attendance record
- your IBAN (for reimbursement of expenses)
- driving licence details where necessary
- adverse health circumstances (legal requirement for fleet insurance purposes)
- and next of kin (in case of an emergency)

Directors

We also collect and use additional personal data - professional background including fitness & probity - about our Directors who are our trustees.

4. How we use your personal data

We only ever use your personal data with your consent, or where it is necessary to:

- enter into, or perform, a contract with you such as when you purchase merchandise from our website
- comply with a legal duty
- protect your vital interests for example in a life or death situation;
- or for our own (or a third party's) legitimate interests, provided your rights don't override these for example sending direct marketing communications by post unless you tell us that you don't want to receive them from us.

In any event, we'll only use your information for the purpose or purposes it was collected for (or else for closely related purposes).

Administration

We use personal data for administrative purposes, i.e. to carry on our charitable work. These include,

- sending appointment reminders to clients of our veterinary clinics,
- or providing health updates;
- keeping records of veterinary clients;
- if you participate in an event organised by us, keeping you updated;

- processing donations and Revenue's Charity Tax Scheme forms
- managing feedback and complaints;
- maintaining databases of our volunteers and donors, e.g. to make sure that the personal data they contain is accurate and up to date;
- fulfilling orders for goods or services, whether placed online, over the phone or in person helping us respect your choices and preferences, (e.g. if you ask not to receive marketing communications, we will keep a record of this)

Using your information to enforce and comply with the law

We must ensure our activities comply with the law. Therefore, we may need to share your personal data if we are required to do so by law, e.g. in connection with a court order.

We may use your personal data for other purposes such as fraud prevention, to comply with money laundering regulations and to protect people's rights, property or safety.

Please note that we may process your personal data without your knowledge or consent where this is required or permitted by law.

Our legitimate interests

We may process your personal data on the basis of our legitimate interests, provided that your fundamental rights do not override those interests. Our legitimate interests are:

- to keep our records updated; to administer our relationship with you;
- to determine how our limited resources might be used in the most effective way, including directing our fundraising activity most appropriately
- to protect our security, guard against fraud and other wrongdoing; and
- to inform our marketing (including fundraising) and maximise support engagement and participation

Who we share your personal information with and why

We carefully select our partners and will only share information with them if we are confident that they will protect it and comply with data protection law. We will always have a contract in place with them that assures this.

For example, where we may need to refer your (as a client) pet to a private veterinary practice, the UCD School of Veterinary Medicine or the Pet Emergency Hospital we may give them your name and contact details. Where we microchip your pet, we register your details with a private database approved by the Department of Agriculture.

We will never share your details with other organisations to use for their own marketing purposes. We may also use other companies to provide services and process your personal information on our behalf including delivering postal mail.

We also use a variety of service providers who have access to different kinds of information about you. These include suppliers of our computer systems, cloud storage providers, website hosts, legal advisers, consultants, CCTV maintenance firms & other outsourced service providers. In all cases we ensure that these service providers are of good standing & repute and commit to keeping your information safe and secure. They are also prohibited from passing information about you to any other persons.

Legacies

We are provided with personal data from and about Executors, Trustees, solicitors, co-beneficiaries, next of kin and other nominated individuals or companies during the legacy administration process.

The type of information we receive includes home addresses and other contact details. Personal information such as this is only used for the purposes of administering the legacy gift, we do not use such data to market or fundraise. Information may be shared internally but only on a need to know basis, for

example to our Management Team or delegated officer/s if a decision needs to be made during an administration.

All personal data is held on our secure database system which enables our staff restricted access to monitor and manage our entitlement under a will in which we benefit. Where we retain paper records, these are held within a secure area and in accordance with retention schedules and subsequently securely destroyed.

5. Marketing

What does “marketing” mean?

Marketing includes news and information about:

- our charity, aims, ideals and what we stand for;
- our veterinary and ambulance welfare work;
- appeals and fundraising (including details of how to leave a legacy, donations etc.);
- our events and activities;
- and products, services and offers (our own, which may interest you)

Fundraising

As a charity, we rely on donations and support from others to continue our important work. From time to time, we will contact existing donors with fundraising communications. This might occur after a predetermined period, relate to an appeal, or suggest ways you can raise funds for us. This could range from taking part in a sponsored event such as the Women’s Mini Marathon or the Dublin City Marathon.

We will contact you by email where you have consented for us to do so.

We may contact you by phone if you have consented for us to do so.

If you have provided us with your postal address we may write to you about our work unless you tell us that you would prefer not to hear from us in this way.

We will not use your information for marketing communications if you have indicated that you do not wish to be contacted for such purposes, for example, you may not wish to be excluded from our Easter Raffle mailing campaign. You can let us know at any time if you’d like to change your preferences or stop receiving communications altogether.

If you receive our e-newsletters, you can use the unsubscribe link in any of the emails we send to stop receiving these.

If you ask us not to contact you, we will keep some basic information about you on our suppression list in order to avoid sending you unwanted materials in the future.

At fund raising events we may arrange for photographers to take pictures. Where you pose for photographs we will obtain your consent to use these for Irish Blue Cross or 3rd party marketing, public relations or social media however it is not always practical to obtain such consent for larger group shots or where a person is (intentionally or otherwise) in the background of a photograph not aimed at them. For those attending our office or clinic at 15A Goldenbridge industrial Estate, CCTV is in operation both inside and outside the premises.

Targeting our communications and researching our supporter

Our supporters make all of our vital work for pets in need possible. We have a duty to make sure that we are spending your donations wisely and that means doing some research and analysis to inform our decisions. We are continually striving to understand our supporters better, and communicate in the most appropriate and relevant way we can. In order to work out who to contact, we, may analyse the personal

data you provide to us in order to tailor our communications with you and make our appeals more relevant and cost-effective.

Donor research

Our Donor Care Officer may undertake research in-house and where available may use data that is in the public domain, (such as your business interests, or a press articles). If collected, we would only use this information to tailor our communications and invite potential and current supporters to meetings, groups and events which might be of special interest.

6. Our website, cookies and payments

We do not collect or process personal data about visitors to our website unless they choose to provide it, such as when signing up to our newsletter

Cookies

Our website may use “cookies” to enhance your experience and enable certain functionality (such as keeping track of your shopping cart or remembering that you have visited our website recently). Web browsers place cookies on hard drives for record-keeping purposes and sometimes to track information (such as repeat visits). You can choose to set your web browser to refuse cookies, or to alert you when cookies are being sent. However, if you refuse to allow cookies, this may interfere with your ability to use our website in the most efficient way.

Payments

If you make donations or other payments via our website or in person, the payments will be processed by one or other of

- Stripe
- Global payments
- Pay Pal
- Allied Irish Merchant Services
- Bank of Ireland Card Services

Our website itself is hosted by Blacknight.

Consent for marketing and cookies

The Irish Blue Cross uses third-parties, such Google and Facebook for marketing and campaigns. If a user does not wish to see adverts, you can choose to opt out by referring to those platforms on how to prevent this.

Hyperlinks to other websites

Our website may contain hyperlinks to pages maintained by third-parties, for example, for out of hours emergency pet care with PEH. We are not responsible for the content or functionality of any of those external websites. If an external website requests personal data from you, whatever information you provide will not be covered by this Policy. We suggest you read the privacy policy of any website before giving up any of your personal data.

7. Keeping your information safe

We employ a variety of physical and technical measures to keep your personal data safe and to prevent unauthorised access to or use or disclosure of it. Electronic data and databases are stored on secure computer systems and we control who has access to them (using both physical and electronic means). Our staff and volunteers receive data protection training, and we have a set of detailed data protection

procedures which they are required to follow when handling personal data. We cannot absolutely guarantee the security of the internet, external networks or your own device, accordingly any online communications (e.g. information provided by email or through our website) are at your own risk.

8. Storage and retention

We only store personal data as long as it is required for the purpose(s) we collected it for (or for a related compatible purpose, such as keeping a record of a donation). Legal requirements mean that we have to retain certain items of personal data for a given period of time, e.g., invoices must be retained for seven years. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of it, the purposes for which we process it and whether we can achieve those purposes through other means, together with the applicable legal requirements. We regularly review what data we have and delete that which is no longer necessary. In certain situations, you have the right to request that your personal data be deleted (the 'right to be forgotten').

If you ask, we will provide you with a copy of all information we hold about you within 30 days of your request and at no charge. Furthermore, if you ask us to correct or destroy any information we hold about you, we will do so, subject to the legal provisions surrounding any such request.

International transfer

We normally only store personal data within the European Economic Area (EEA). If one of our subcontractors (such as a payment processor) needs to transfer it outside of the EEA then we will take steps to make sure adequate levels of privacy protection, in line with Irish data protection law, are in place.

9. Children's personal data

We are committed to protecting the privacy of the young people that attend events organised by us and at schools or clubs or engage on our website. Where appropriate we will ask and obtain the consent of a parent or guardian.

10. Your rights

We want you to remain in control of your personal information. Part of this is making sure you understand your legal rights, which are as follows,

- (a) where data is processed on the basis of consent, the right to withdraw that consent;
- (b) the right to confirmation as to whether or not we have your personal data and, if we do, to obtain a copy of it (subject access);
- (c) the right to have inaccurate data rectified;
- (d) the right to object to your data being used for marketing or profiling, or on the basis of our or a third party's legitimate interests;
- (e) the right to restrict how your personal information is used; and
- (f) the right to be forgotten, which allows you to have your data erased in certain circumstances. Please note this is not an absolute right and may not apply if we need to continue using it for a lawful reason
- (g) the right to data portability, which allows individuals to obtain and reuse the personal data they have supplied to The Irish Blue Cross for their own purposes across different services in a safe and secure way

Please keep in mind that there are exceptions to the rights above and, though we will always try to respond to your satisfaction, there may be situations where we are unable to do so (for example, because the personal data no longer exists or there is an exception which applies to your request).

If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you should contact the Irish Data Commissioner's Office, which oversees data protection compliance in Ireland. Details of how to do this can be found at www.dataprotection.ie

11. Updates to this policy

We may update this Policy at any time. When we do, we will post a notification on our website and revise the updated date at the bottom of this page. We encourage you to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we hold.

This Policy was last updated on 22.3.23