

Fulham Palace Trust fundraising privacy policy

Updated 24 January 2022

1. Donations

1.1 When an individual makes a donation to Fulham Palace Trust, the donation will be acknowledged and the donor will be thanked using the contact details provided. Whether individuals make a donation online via the Fulham Palace website or they complete a donation form, they will be asked for their name, address, email address and Gift Aid declaration.

1.2 When making a donation online or in person, individuals are given the opportunity to join the Fulham Palace general mailing list which includes details about events and fundraising activities.

1.3 If donors do not consent to receiving marketing communications from Fulham Palace Trust, their personal data will only be added to Fulham Palace Trust's secure database (Thank Q) and not to MailChimp.

1.4 Donor details will be kept on the Trust's database for six years. This is necessary in order to comply with HMRC regulations for Gift Aid and auditing purposes.

1.5 After this six year period, if a donor has not consented to receive communications, basic details will be kept for record keeping unless their deletion is requested by the donor.

1.6 Fulham Palace Trust does not carry out research on existing donors or prospects. For example, The Trust will not conduct research into finding additional contact details such as phone numbers in order to add to data already collected. Fulham Palace Trust will seek consent from individuals should this be necessary.

2. Patrons and Friends membership

2.1 When an individual becomes a Patron or Friend of Fulham Palace, they enter into a contract with Fulham Palace Trust. The Trust is required to deliver a number of benefits as set out in the terms & conditions of the Patron or Friends programme. These benefits include direct marketing communications which the member can opt out of at any time.

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Registered charity number 1140088

2.2 On entering into a membership contract with Fulham Palace Trust either online via the website or by completing the printed registration form, individuals will be asked for their name, address, email address, telephone number and Gift Aid declaration. Individuals wishing to set up a standing order will be asked for their bank details.

2.3 Fulham Palace Trust will send members a renewal letter one month before their membership is due to expire. If they have not renewed their membership by the renewal date, Fulham Palace Trust will write to them one more time and will follow up once by email and once by phone before terminating the membership.

2.4 Upon expiry of a membership the individual will no longer be a Patron or Friend and they will no longer be entitled to receive any membership benefits. A termination letter will be sent.

2.5 Fulham Palace keeps limited information about its members on its database (Thank Q) for a period of six years following termination of membership. This is necessary in order to comply with HMRC regulations for Gift Aid and auditing purposes.

2.6 There are some membership and donation communications that Fulham Palace Trust is required to send regardless of the individual's contact preferences. These are essential communications, deemed necessary to fulfil our contractual obligations to members and donors. This would include advanced notices of standing order payments, thank you letters, member benefits such as the Supporters' newsletter and the monthly members' email, renewal reminders, Gift Aid correspondence and querying returned mail or bounced automatic payments with the individual.

2.7 As part of your membership, you will also be sent more general information about other Fulham Palace events and activities where it is felt these may be of interest to you. These may include details of the Trust's fundraising appeals. You can opt out of receiving these mailings at any time, though this may affect, for example, your priority booking benefit.

2.8 If you are purchasing a Friends gift membership, you will be asked to provide these contact details for the recipient. We will gain consent from the recipient before adding them to the Friends mailing list.

2.9 Individuals are responsible for informing Fulham Palace Trust of changes to their personal details.

3.0 Two volunteers currently have weekly access to the Thank Q database. The membership and individual giving manager of Fulham Palace Trust monitors this access.