



Policy Number	Review Date	Next Review Date
17	March 2025	March 2026

## Little Village Privacy Policy

### Our contact details

Name: Little Village

Address: Little Village, Ground Floor, 144-146 Tooting High Street, London, SW17 0RT

E-mail: [hello@littlevillagehq.org](mailto:hello@littlevillagehq.org)

### The type of personal information we collect

We currently collect and process the following information, including Special Category Data:

- Family first and last name, email address, phone number, mailing address, DOB
- Family relationship data
- Demographic data
- Employee data
- Website user data, including IP addresses and cookie identifiers.
- Funder profiling information and wealth screening
- Donor first and last name, email address, phone number, mailing address
- Referral Partner data, including organisation/workplace
- Volunteer data
- Trustee data
- Partner data

### How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

1. We want to collect limited personal information of clients in order to fulfil a referral request.

2. We want to use (1) to contact individuals about deliveries, product safety recalls or other information critical to completing our referral service.
3. We want to use (1) to contact individuals who have received our support to inform them about changes to our service or events which might be of interest to them.
4. We want to collect personal information from our referral partners and volunteers in order for our service to ensure good communication.
5. We want to maintain a list of people who have donated to us before, so that we can contact them to ask them to do so again.
6. We want to maintain a list of people who have donated physical items to say thank you and to ask if they would like to hear from us further.
7. We want to claim gift aid on a person's donations.
8. We want to use (5) to research the donors' financial background using public sources to work out what kind of approach to make to them.
9. We want to maintain accurate records of clients in order to anonymise data to use in funding applications and publicity.
10. We want to maintain accurate records to ensure we comply with legislation concerning Safeguarding and/or Health and Safety recording and/or for insurance purposes.
11. We want to use the limited personal data we collect and store for 5 years before anonymising for long term use in order to assess the impact of our services.
12. We want to maintain a list of people who have explicitly told us that they don't want to be contacted by us again.
13. We want to maintain contact information for anyone who has volunteered for Little Village so we can contact them about future volunteering opportunities.
14. We want to keep our volunteer, client and referrer database information up to date.
15. We want to maintain accurate staff records, in line with our HR suite of policies.
16. We want to keep a list of people who have expressed an interest in/given permission for their photos and/or stories to be used for media purposes, either anonymously and/or named.

We also receive personal information indirectly, from the following sources in the following scenarios:

- Referral partners when they are sharing their client's information, in order to enable us to provide support.

We may share this information with local authorities, funding bodies and other voluntary organisations, but only with your consent.

We may share information with third parties without your consent, in order to carry out our legal or safeguarding duties.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

**(a) Your consent. You are able to remove your consent at any time. You can do this by contacting [hello@littlevillagehq.org](mailto:hello@littlevillagehq.org).**

- (b) We have a contractual obligation.**
- (c) We have a legal obligation.**
- (d) We have a vital interest.**
- (e) We need it to perform a public task.**
- (f) We have a legitimate interest.**

### **Further information on Funder Profile Information/Wealth Screening**

We want to improve how we talk to you and the information we provide through our website, services, products and information. To do this we sometimes use profiling and screening methods so that we can better understand our supporters, your preferences and needs so that we can provide a better experience for you.

We may carry out targeted fundraising activities based on profiling techniques and the information that we hold about you. We may also work with third party organisations who provide additional insight, which may include providing wealth screening information or general information about you that is publicly available.

This information can be added to the information that you have already provided which allows us to use our resources more effectively, understanding the motivations of our supporters and making appropriate requests based on what may interest them and their capacity to give.

You can, of course, opt out of this activity at any time. To do this, please contact any of the Little Village fundraising team or email [fundraising@littlevillagehq.org](mailto:fundraising@littlevillagehq.org) with the subject line "Analysis of my data".

### **Use of AI**

We do not currently process personal data using AI. With technology moving so fast, we keep this under review and will aim to balance operational efficiency with data privacy. A separate AI Use policy outlines our full approach to AI, which includes an AI Risk Assessment. Any use of AI to process personal data will involve a Data Impact Assessment.

### **How we store your personal information**

Your information is securely stored on an encrypted database and/or secure spreadsheets.

We keep your name and contact details for 5-years, or 6-years in the case of meeting our obligations to the HMRC in relation to gift aid. For inactive volunteer contacts who have not consented to be kept on our marketing database, we dispose of their records after 5-years. We keep personal data relating to children who have attended our creche for 20 years, for insurance purposes. Anonymised data may be kept for longer. We will then dispose of your information by deleting any electronic records and securely shredding paper records.

## **Your data protection rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have 28-days to respond to you.

Please contact the Director of Operations at [emily@littlevillagehq.org](mailto:emily@littlevillagehq.org) if you wish to make a request.

## **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at [emily@littlevillagehq.org](mailto:emily@littlevillagehq.org).

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

Signed:

Sophie Livingstone  
CEO, Little Village

Reviewers:  
Emily Compston, Director of Operations  
Geraldine Wright, Trustee

Review Date: March 2025

Review Date: May 2025 EC Minor amendment (P3 addition of 'Use of AI')