



## **MISSION MOTORSport PRIVACY NOTE**

### **Who are we**

1. Mission Motorsport is a registered charity in England and Wales (1146159) and listed with Companies House (07862605). The charity's objectives are to assist wounded, injured and sick (WIS) service personnel and veterans by raising awareness of, and educating the public and servicemen and women about the problems faced by service personnel and veterans, to encourage social inclusion, and using sporting and training activities to help boost confidence, inspire others and aid the rehabilitation and recovery of WIS service personnel.

2. We are committed to protecting your personal data. This Privacy Notice details what personal data we collect and how we intend to use it. We continually review our policies and notices, updating them to reflect changes in data protection law and our own data processing activities. If we make any significant changes, we will make reasonable efforts to contact you. The Privacy Notice is effective from 1<sup>st</sup> October 2022.

### **Contact us**

3. If you have any questions about this Privacy Notice or the way we use your personal data, you should contact the Data Protection Lead as follows:

Data Protection Lead  
Mission Motorsport  
Unit 11, W&G Industrial Estate  
Faringdon Road  
East Challow  
OX12 9TF

You can also contact our Data Protection Lead by email at [dataprotection@missionmotorsport.org](mailto:dataprotection@missionmotorsport.org)

### **What is personal data**

4. Personal data is information about a living individual who can be identified from that information (directly or indirectly). We collect, store and use (or “**process**”) personal data including:

- name;
- contact information;
- date of birth;
- gender;
- age, nationality and ethnicity information (for monitoring purposes);
- bank details and credit card information (where these are required to make payment);
- information relating to health
- whether you are a taxpayer and would like to enable us to claim Gift Aid;

5. We also process certain types of personal data which are in a 'special category' under data protection laws, as they are considered more sensitive. Examples of this type of sensitive data are information about health, race, religious beliefs, political views, trade union membership, sex life or sexuality. These types of data will only be collected when we have a valid reason for doing so or the law allows us to, for example to safeguard the economic well-being of certain individuals in need of our support. We also must have additional and appropriate measures in place to ensure these types of data are protected.

6. You are under no statutory or contractual obligation to provide data to Mission Motorsport, but if you fail to provide certain information when requested we may not be able to perform the contract we have entered into with you. This could include providing you with goods or services (that need to be paid for), or we could be prevented from complying with our legal obligations (such as to ensure accurate financial and tax records).

### **How we collect your personal data**

7. We collect your personal data directly and indirectly where:

- We obtain information from you to provide health, welfare, mentoring and social care services as specified by our constitution (for example when you apply for support or when you otherwise interact with us).
- We obtain your personal data when you participate in any of our activities or apply to be a volunteer or register to be a beneficiary. Your personal details will be added to your record so that future communications with you are tailored to your interests.
- In certain circumstances, and when we have a lawful reason to do so, we will obtain your personal data from third parties such as:
  - Fundraising platforms such as Virgin Money Giving, Charity Checkout and Just Giving
  - The Armed Forces and Ministry of Defence (for example to confirm service records)
  - Subcontractors, business partners, researchers and search/analytics providers
  - From a military charity or organisation so that we can provide assistance to you – we coordinate support with other military charities so that you receive support from the most appropriate source
  - Social Media platforms such as Facebook, WhatsApp, Twitter or LinkedIn, depending on your privacy settings on those social media platforms (for example when you choose to interact with us by 'liking' our page)

***A note on social media*** - Our website includes social media plug-ins to allow you to easily share content from our website and, in doing so, your personal data will also be shared with these social media platforms. We have no control over how social media platforms use your personal data and we encourage you to read the privacy notices on the various social media platforms you use.

8. Information from other sources

- When you visit our website including our online shop, we automatically collect technical information about your device including the IP address used to connect your device to the internet.
- Using Google Analytics, we track which pages visitors to our website click on.

We combine your personal data from these different sources for the purposes set out in this Policy.

### How and why we use your personal data

9. We use your personal data for the following purposes:

- to communicate with you in general
- to provide co-ordinated services and support across military charities
- to promote the interests of the charity
- for administration purposes, including to administer payments (donations to us, and grants to service users)
- for publicity and profile-raising purposes (for example sharing success stories) and to fundraise to further our charitable purposes
- to maintain our own accounts and records (including the processing of gift aid on your donations);
- to consider your application for a job or volunteer role with us
- to inform you of news, events, activities and services of Mission Motorsport
- to report on the impact and effectiveness of our work
- to administer our website
- to satisfy legal and regulatory obligations
- for the establishment, defence and/ or enforcement of legal claims
- to detect and prevent crime and keep our employees, tenants and the public safe where we capture your image on our CCTV systems
- to detect and prevent fraud or misuse of our services
- **to conduct market research:** Including research on the demographics, interests and behaviour of current and prospective supporters in order to help us gain a better understanding of different audiences and enable us to improve our service and seek support for our work. This research will be carried out internally by our employees or we may ask another company to do this work for us. Data will be anonymised where possible
- **Profiling and analysis:** Our profiling and analysis activities can be broken into three categories:
  - **Segmentation** so that we can offer supporters information relevant to them. This type of activity is not aimed at identifying specific individuals to target, but rather those individuals who fall within a certain segment of supporters.
  - **Data matching:** We will, on occasion, combine the personal information you have given us with data obtained from external sources, such as the Office for National Statistics, Google, Social Media, The Electoral Roll or postcode-based segmentation tools to help us understand social, demographic and financial characteristics, so we can tailor our communications and services to better meet your needs or the needs of others like you based on the insight we gain from the profile we build. We will not use the results of this data matching activity in a way that unduly intrudes on your privacy or your previously expressed privacy preferences, and you can ask us not to undertake this activity.
  - **Major donor analysis:** Our Fundraising team will, on occasion, use your personal data to create profiles of our supporters or potential supporters. We use

information our supporters have given us voluntarily to identify those who wish to support our work with a major gift. We also use information already in the public domain, for instance industry directories, on-line sources, newspapers and journals and Companies House to identify individuals who may be interested in supporting our work with a major gift or are known to our existing major supporters. We also carry out due diligence checks on all new major supporters and ensure that the information we have on our major supporters is accurate and up to date.

**You can object to such use of your personal data for profiling at any time by contacting us at the details set out at the end of this Privacy Policy.**

### **Our lawful basis for processing your personal data**

10. Data privacy law requires us to rely on one or more lawful bases in order to process your personal data. We consider the bases below to be relevant:

- Your **consent** - we will ask for your explicit consent to collect special categories of your personal data
- For the **performance of a contract** to which you are a party
- For **compliance with our legal obligations** - where we are obliged to share your personal data with law enforcement agencies, judicial bodies, government entities, tax authorities or regulating bodies.
- to **protect your vital interests or that of another person**;
- For the **purpose of a legitimate interest pursued by us or a third party**, except where your rights override our legitimate interest. Any legitimate interest we rely upon is subject to an assessment based on the specific context and circumstances.

### **Our legitimate interests**

12. In broad terms, our legitimate interests mean the interests of running Mission Motorsport as a charitable organisation and pursuing our aims and ideals, including to support the armed forces and their families – see About Us.

### **Marketing and fundraising communications**

13. We have evaluated the basis upon which we lawfully collect, hold and process personal data for marketing and fundraising. The balance test we carried out concludes that we have a lawful basis to communicate with existing and potential supporters and volunteers. We therefore rely on legitimate interest to communicate with you.

14. With your consent and where you have not opted out:

- we will use your contact details to provide you with information about our work and services, or to seek donations/ legacies; and
- we will send fundraising and marketing materials to you.

15. When communicating with you, we will offer you the opportunity to 'opt out' of receiving communication from us in future. We will send fundraising and marketing materials to you if you have opted in to receive communication via email, telephone (landline and mobile) or/and SMS (text messaging).

16. Where you have provided us with your consent previously, you can change your mind at any time and choose to withdraw that consent. If you do not wish for us to contact you with marketing and fundraising communications, please let us know by emailing [teams@missionmotorsport.org](mailto:teams@missionmotorsport.org)

### **Sharing your personal data**

17. Where appropriate, Mission Motorsport will share your personal data with other military charities that provide support for a request for assistance and to co-ordinate providing you with support. We share your personal data where it is necessary to achieve the purposes set out in this note. This includes sharing your personal data with:

- suppliers and sub-contractors – for example IT service providers such as website hosts or cloud storage providers.
- Insurers.
- professional service providers such as accountants and lawyers.
- regulators, government and local authorities, including Child Services where appropriate.
- we use third parties such as WorldPay, PayPal, and GoDonate to process online donations.

18. We reserve the right to share your personal data with third parties in the event that we sell or buy any business or assets or if our assets (including your personal data) are acquired by a third party, and/ or to protect the rights, property or safety of Mission Motorsport, its personnel, users, visitors or others.

If you are an executor of an estate bequeathed to Mission Motorsport, your details will, on occasion, be shared with co-beneficiaries and third parties such as solicitors, for the purpose of administering the gift.

We do not sell your personal data to other charities or other third parties.

### **How we protect your personal data**

19. We use appropriate technical and organisational safeguards to ensure we keep your personal data secure. We have security measures in place to help protect against the loss, misuse, and alteration of the data under our control. For example, where appropriate, data is encrypted when in transit and storage, access is limited and subject to confidentiality commitments.

20. We only use personal data for the purposes for which it was supplied (and not for any non-business purposes). We limit access to personal data on a need-to-know basis and take appropriate measures to ensure that our people are aware that such information is only used in accordance with this Privacy Policy.

### **Keeping your personal data up to date**

21. We take reasonable steps to ensure your personal data is accurate and up to date. Where appropriate and lawful we will use publicly available sources (such as the Royal Mail) to identify deceased records or whether you have changed address.

### **Vulnerable circumstances**

22. We are committed to protecting vulnerable supporters, and beneficiaries, whilst appreciating that additional care will be needed when we use their personal data. We recognise that on occasions it will be necessary for us to contact individuals who are not able to make decisions on their own such as donating to our charity. We observe the Fundraising Regulator's Code of Fundraising Practice when dealing with people who are in vulnerable circumstances.

### **How long will we keep your personal data**

23. We ensure that personal data is retained only for as long as necessary for the above purposes and to comply with applicable laws. In certain circumstances we are required to retain your personal data for a period of time (generally six years after our interaction with you ceases) in order to satisfy legal or contractual obligations, or in order to establish, exercise or defend legal claims. When your personal data is no longer necessary for these purposes, where we are no longer lawfully entitled to process it, or where you validly exercise your right to erasure, the personal data will be deleted.

### **Your rights to your personal data**

24. You have rights under data protection law over your personal data. You are entitled to request:

- access to (i.e. ask for a copy of) your personal data
- correction of your personal data if it is incorrect
- erasure of your personal data, in certain circumstances
- that we stop using your personal data if you believe that the information we hold is wrong, or that we don't have a valid reason for using it
- that we stop using your personal data where you object to us using it
- that we transfer the information you gave us from one organisation to another or give it to you.

These rights are subject to eligibility and to legal exemptions, and so we will need to verify your identity before we are able to respond to your request. To exercise any of these rights you should contact us or write to:

Data Protection Lead  
Mission Motorsport  
Unit 11, W&G Industrial Estate  
Faringdon Road  
East Challow  
OX12 9TF

You can also contact our Data Protection Lead by email at [dataprotection@missionmotorsport.org](mailto:dataprotection@missionmotorsport.org)

25. We will respond within one month, on receipt of your written request. Please note that we might refuse to comply with subject access requests which would reveal sensitive information about third parties, such as those who access our services, even if they are a family member or are otherwise known to you.

### **Your right to withdraw consent**

26. Where you have given us your consent, please note you have the right to withdraw that consent at any time. If you wish to exercise any of your individual rights including your right to withdraw consent, you can do so by contacting us or writing to:

Data Protection Lead  
Mission Motorsport  
Unit 11, W&G Industrial Estate  
Faringdon Road  
East Challow  
OX12 9TF

You can also contact our Data Protection Lead by email at [dataprotection@missionmotorsport.org](mailto:dataprotection@missionmotorsport.org)

We will respond within one month, on receipt of your written request.

### **Your right to lodge a complaint or raise a concern**

27. If you are in any way concerned about how we have collected or used your personal data you can raise a complaint with our Data Protection Lead who can be contacted by email at [dataprotection@missionmotorsport.org](mailto:dataprotection@missionmotorsport.org)

You also have the right to lodge a complaint with the UK's Supervising Authority: The Information Commissioner's Office (ICO).

If you require further information and advice about data protection law or you wish to make a complaint, you can contact the Information Commissioner's Office:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK95AF  
Telephone: 0303 123 1113  
Contact form: <https://ico.org.uk/global/contact-us/email/>