

## BBC Media Action Fundraising Marketing Opt-In Privacy Notice

Your trust is very important to us. This means BBC Media Action is committed to protecting the privacy and security of your personal data. It is important that you read this notice so that you are aware of how and why we are using such data. This privacy notice describes how we collect and use personal data about you during and after your relationship with us, in accordance with data protection law.

You can find additional data [here](#). Find out more about [data and privacy](#). If there are any inconsistencies between these documents and this notice, this Privacy Notice shall prevail.

### **What personal data we will collect and how we will use it?**

If you elect to subscribe to our fundraising marketing opt-in communications, BBC Media Action will collect and process the personal data that you have provided to us about yourself. This personal data includes: your name, address, email address, and telephone number.

We will never sell your personal information. We also never share your personal data with other parties for their own marketing purposes.

### **Who is the Data Controller?**

BBC Media Action is the “data controller” of your personal data. This means that BBC Media Action decides what your personal data is used for, and the ways in which it is processed. For the avoidance of doubt, your personal data will be collected and processed solely for the purposes set out in this privacy notice. As the data controller, BBC Action has the responsibility to comply, and to demonstrate compliance with, data protection law.

BBC Media Action is a charity registered with the Charity Commission for England & Wales – charity number 1076235.

### **Our lawful basis**

If you opt in to receiving marketing communications BBC Media Action will rely on your consent to send such communications to you. If you wish to withdraw your consent you can do so by clicking the opt-out box in any further communications or sending an email to [supportmediaaction@bbc.co.uk](mailto:supportmediaaction@bbc.co.uk).

### **Sharing your data with third parties**

BBC Media Action works with approved third-party providers who help us to provide some of our services. These partners only use your personal data on behalf of the BBC and not independently of the BBC. We will share your data with our third party customer relationship management provider for the purposes of administering our fundraising marketing database.

We will not share your data with any other third parties except where required or permitted by law.

### **How long we will keep your information?**

We will only hold on to your personal data for as long as we need it for the purposes for which we collected it, or until you notify us you no longer wish to receive fundraising marketing information.

### **Your rights and more information**

You have rights under data protection law:

- You can request a **copy** of the personal data the BBC stores about you.
- You have the right to request that we **rectify** any inaccurate or incomplete personal data that we hold about you.
- You have the right to ask for the personal data we collect about you to be **deleted**, however there are limitations and exceptions to this right which may entitle the BBC to refuse your request.
- In certain circumstances you have the right to **restrict** the processing of your personal data, or to **object** to the processing of your personal data.
- You have the right to ask that we **transfer** the personal data to you or to another organisation, in certain circumstances.

You can contact our, [\*\*Data Protection Officer\*\*](#) if you have questions or you wish to find out more details about your rights, please visit the BBC's Privacy and Cookies Policy at <http://www.bbc.co.uk/privacy>.

If you raise a concern with BBC Media Action about the way it has handled your personal information, you are entitled to lodge a concern with a supervisory authority. In the UK, the supervisory authority is the [Information Commissioner's Office \(ICO\)](#).

#### **Updating this privacy notice**

We will revise the privacy notice if there are significant changes to how we use your personal data.