

PRIVACY POLICY

We ask that you read this privacy notice carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how to contact us and supervisory authorities in the event you have a complaint.

We collect, use and are responsible for certain personal information about you. When we do so we are regulated under the General Data Protection Regulation which applies across the European Union (including in the United Kingdom) and we are responsible as ‘controller’ of that personal information for the purposes of those laws.

Who we are

MIDLAND DOCTORS ASSOCIATION UK is a registered charity in England and Wales (charity number 1114559). Its registered address is 11 Snelston Crescent, Littleover, Derby, Derbyshire, DE23 6BL

We also trade as MDMI or Midland Doctors®.

This Privacy Policy applies to all the above entities.

This Privacy Policy relates to information which is obtained by us and for which we are the Data Controller.

Our Purpose

We work to supply an extensive variety of necessary services to people in need within Pakistan. From healthcare and education to food, water and emergency relief, our strong network enables us to help those in need across the country.

Worldwide poverty is an ongoing issue, which is why we are dedicated to providing sustainable, long-lasting solutions. With your generous support, our aid reaches the vulnerable in Kashmir, Pakistan and Africa

Over the last 16 years, we are proud to have been able to provide humanitarian relief and development projects for many individuals, families and communities in some of the poorest regions of the world. Thanks to the continuing support of our kind donors, we have managed to highlight the suffering, injustice and inequality faced by many of these people.

Personal Information we collect about you

We only collect personal data relevant to the type of interaction you have with us. Whatever the interaction with us this information will be minimal and linked to the purpose for which we need it. For example, when you become a member, make a donation, or subscribe to one of our services we may receive and retain your personal information.

Under these circumstances we are likely to process details such as your name, postal address, email address, telephone or mobile number, bank account details to process donations and whether or not you are a tax payer so that we can claim Gift Aid.

If you participate in an event we may (with your permission) take your photograph, video you or interview you.

If we gather information about you which is publicly available and may include your name, contact details, views and positions you have expressed.

Sensitive Personal Data

If you apply for a role with us we may collect “sensitive personal data” for the purposes of equality monitoring.

How your personal information is collected

We may collect your personal data in the following circumstances:

1. When you give it to us **directly**, such as when you become a member, make a donation, subscribe to one of our services, or communicate with us;
2. When you give it to us **indirectly**, such as when you participate in a campaigning action with a partner. They will pass your data to us where you have indicated you wish to support us and have given your consent;
3. When you access our social media via Twitter, LinkedIn and Facebook. We may also obtain your personal data through your use of social media depending on your settings or the privacy policies of these social media and messaging services.
4. When the information is publicly available. We may gather information if your activities relate to our work such as if you represent an organisation which we may want to work with or you a public figure.

How and why we use your personal information

We hold and process personal data for a number of reasons:

To keep a record of donations made and actions taken by you and our communications with you.

To send marketing information about our projects, fundraising activities and appeals where we have your consent or are otherwise allowed to.

To support volunteers in fundraising events.

To record campaigning actions.

To claim gift aid on donations

To fulfil contractual obligations entered into with you.

To comply with legal obligations.

To manage our organisation.

To ensure we do not send unwanted information to you if you have informed us that you do not wish to be contacted.

These reasons are underpinned by a "legal basis" under General Data Protection Regulations.

Explaining the legal bases we rely on

The law on data protection sets out a number of different reasons for organisations to collect and process your personal data. When collecting your personal data, we will always make clear to you which data is necessary for a particular purpose.

We rely on the following legal bases in our marketing activities:

Consent

Wherever possible, we will ask for your consent to send you marketing information. We will do this through a clear statement of what you will receive and allow you to select only those channels that you wish to hear from us by.

For example, if you donate online to one of our emergency appeals, you will be asked whether you would like us to keep in touch about our projects, fundraising activities and appeals. You will also be asked which channel(s) of communication you would like us to use (with a choice of email, SMS, post and telephone being offered).

Legitimate interest

In specific situations, we process your data to pursue our legitimate interests in ways which might reasonably be expected and which do not materially impact your rights, freedom or interests. Our use of legitimate interest includes the following:

Sending direct marketing information by post, to keep our supporters updated on our projects, fundraising activities and appeals. We will only do this where we have reason to believe that this information will be of

interest. We make it easy for you to opt out, see [How to control what we send you](#) or request we update your personal information

We analyse your previous support to us in order to offer relevant ways of supporting us in the future.

For activities other than marketing, we may rely on different legal bases:

Legal compliance

If the law requires us to, we may need to collect and process your data.

For example, where you sign up to the Gift Aid scheme, we will process your data for the purposes of submitting a Gift Aid claim to HMRC.

Consent

We may ask for your consent for data.

Legitimate Interest

In many situations we need data in order to carry out a task, administer our organization, plan or run campaigning activities etc.

Public Interest

In limited situations we may use data in the public interest. It is likely to be in the public interest to collect data to prevent crime or dishonesty, ensure that we are fair in our practices by carrying out equality and diversity monitoring, or safeguard the wellbeing of people with whom we work.

Who we share your personal information with

We share personal information with:

- Non-Government Organisations that help deliver some of our projects;
- From time to time contractors that manage our website.

We only allow our service providers to handle your personal information if we are satisfied they take appropriate measures to protect your personal information. We also impose contractual obligations on service providers to ensure they can only use your personal information to provide services to us and you.

We may disclose and exchange information with law enforcement agencies and regulatory bodies to comply with our legal and regulatory obligations.

How long your personal information will be kept

We will hold your personal information on our systems for as long as is necessary for the relevant activity, for example we will keep a record of donations subject to gift aid for at least seven years to comply with HMRC rules.

If you request that we stop sending you marketing materials we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.

Transferring your personal information out of the EEA

We do NOT share your personal information outside the European Economic Area (EEA).

Your rights

Under the General Data Protection Regulation you have a number of important rights free of charge. In summary, those include rights to:

- Fair processing of information and transparency over how we use your personal information
- Access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address
- Require us to correct any mistakes in your information which we hold
- Require the erasure of personal information concerning you in certain situations

- Receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- Object at any time to processing of personal information concerning you for direct marketing
- Object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- Object in certain other situations to our continued processing of your personal information
- Otherwise restrict our processing of your personal information in certain circumstances.

For further information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner's Office (ICO) on individuals rights under the General Data Protection Regulation.

If you would like to exercise any of those rights, please:

- Email, call or write to us,
- Let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- let us know the information to which your request relates.

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

How to complain

We hope that we can resolve any query or concern you raise about our use of your information in the first instance please contact our DPO via email dpo@midlanddoctors.org.

The General Data Protection Regulation also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/>

Changes to this privacy notice

This privacy notice was updated in May 2019.

We may change this privacy notice from time to time, when we do, we will inform you via website notification pop up and on the website at <https://www.midlanddoctors.org/privacy-policy/>

How to contact us

Please contact us, if you have any questions about this privacy notice or the information we hold about you.

If you wish to contact us please send an email to support@midlanddoctors.org or write to 36 Twyford Road, Barrow-on-Trent, Derby, DE73 7HA or call +447831 266233.