

Privacy Notice: website

Applicable to	Everyone including all website visitors
Date Last Reviewed	February 2026
Policy Management	Marketing & Fundraising
Approved by	REMCO
Trustee Board review	February 2026
Next review due	September 2026

1. Scope:

All data subjects whose personal data is collected from direct sources (by filling in paper-based or online forms or by corresponding with us by post, phone, SMS, email, face to face, web or via social media or automated technologies (such as cookies when browsing our website and social media channels) in line with the requirements of the GDPR.

2. Responsibilities:

- a. The Data Officer is responsible for ensuring that this notice is made available to data subjects prior to the Charity collecting/processing their personal data.
- b. The Digital/Marketing team are responsible for ensuring that this notice is available on their website and easily accessible to the data subject and their consent to the processing of their data is secure.

3. Legal Compliance:

It is required to adhere to the requirements of the Data Protection Act 2018, the General Data Protection Regulations 2018 (GDPR), all other related privacy laws and any codes of practice issued by the Fundraising Regulator (FR) or the Information Commissioners Office (ICO). YAA's intention is to be compliant, user friendly and to ensure its supporters only receive information in which they are interested. Unless stated otherwise, YAA is the data controller in respect of all data it collects on this website or otherwise. This means that YAA is responsible for full legal compliance.

4. Privacy Notice

The Charity collects and processes personal data relating to its supporters with permission through the use of cookies to manage the supporter relationship and for certain mandatory communications. The Charity is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

a. What information does the Charity collect?

YAA always strives to provide a clear, honest and transparent approach regarding how and when it may collect and use your personal data. The overview below summarises the different types of data YAA collects and some of the reasons why it does this. YAA may not use your personal information for all of these purposes – it will depend on the nature of the Charity's relationship with you, and how you

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interact with its services, websites, and fundraising activities. Data protection law and GDPR guidelines recognises that certain categories of personal information are more sensitive. This is known as sensitive personal data and covers areas such as health information, race, religious beliefs and political opinions (this is not an exhaustive list). YAA does not usually collect special categories of data about its supporters unless there is a clear and legal reason for doing so.

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PURPOSE:	EXAMPLES OF PERSONAL DATA YAA MAY COLLECT:
Fundraising & Marketing	YAA undertakes a range of fundraising and marketing activities which are designed to raise income or promote the aims and objectives of the charity. The type and quantity of personal data collected and how it is used depends on why you are providing it. Where it is appropriate YAA may ask and record information about: • <u>Event specific information</u>, in order to cater for your needs and ensure events are safe and legal. Examples include, but are not limited to: - Requesting sensitive personal information such as health information if you are participating in a “high risk” event such as a Skydive or an event involving physical activity. - Dietary requirements if you are attending an event where a meal is supplied. - Your t-shirt size, for example, so that YAA can provide you with a running or cycling vest for an appropriate event. - Your date of birth if there is an age restriction on an event or activity you have chosen to take part in, such as the YAA Lottery. • <u>Why you have decided to donate</u>. YAA understands that you may have private reasons for doing so and you only need to supply this information if you are comfortable doing so. • <u>Your bank or credit card details for donations, Lottery plays</u> (any that are used for a single transaction only will be destroyed after use). • <u>Information for Gift Aid</u> – Information is collected regarding your status as a UK taxpayer so that YAA can claim Gift Aid on appropriate donations. Please rest assured that no information about your actual tax payments is collected, but simply whether you are a taxpayer, or not. • <u>Photo/Film Consent</u> – Prior to the use of any images of you (still or moving), we will obtain your written consent to ensure we have the authority to use these images. Consent will not be obtained for the use of images obtained at public events where these images do not also include your personal, identifiable information (for example at a fair, public run or cycle event). • <u>Sensitive personal information</u>. If you make the information public or if you tell YAA about your experiences of the Charity (for example, by taking part as a patient case study); the Charity will make it clear when collecting this information from you what sensitive personal information is being collected, why it is being collected and the ways in which it may be used. • <u>Legacy data</u>. We will collect information about names, contact details, a copy of the will and a grant of probate, key dates (will/grant, notification, closing), income values/dates, nature of gift, legator data and data relating to living individuals, including PRs/Executors, co-beneficiaries, relatives, claimants, notes of conversations between us/your solicitors etc. In certain cases, special category data may be collected. • YAA may also need to use your personal information for the prevention of fraud, to identify any misuse of services, or for debt recovery.

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	It is important to us that we understand our supporters and will use publicly available sources to conduct research that enables us to tailor and target our fundraising efforts and communications to those most likely to be interested in them. This allows us to be more cost-effective with our resources and makes it less likely that we communicate with someone in a way they might find irrelevant, intrusive, or even distressing. YAA may therefore collect personal data about you which you may not have provided to us directly but may instead have been gathered from publicly available sources. We may collect this data ourselves or via specialist fundraising research agencies and data brokers. Sources of your personal information include but are not limited to: internet search engine results and social media sites; Companies House, the Electoral Register, company websites, wealth reports and listings, social networks such as Facebook and LinkedIn, political and property registers and news archives. We will never use information that has been entered into the public domain unlawfully or, in our judgement, against your expressed wishes.
Management of Volunteers	YAA volunteers may be asked to provide the following information: - Your name and contact details - Emergency contact information - Contact details for referees - Your interests, experience and relevant qualifications - Your driving license record - Any previous convictions - Your DBS check - Relevant medical information Personal information may be used to ensure that the Charity gives you a volunteer role that is suitable to you, to manage and support you in your volunteering role, deliver training, involve and update you on YAA projects and campaigns and to ensure your safety. This may include sending you newsletters or information about fundraising activities so you can advise the public about the Charity's work.

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Retail trading and e-commerce activity	YAA operates an e-commerce website. If you interact with this service, we will use your personal information to support your purchase, for example credit/debit card information and home address for delivery. However, financial information will not be retained following completion of the transaction. YAA may also use your personal information for the recovery of Gift Aid (where you have completed a Gift Aid declaration and it is applicable to the transaction).
Information we collect when you visit our website	We collect and use information from website visitors in accordance with this section. Web server log information: Our secured servers are located within the UK. Where we have supplied you (or where you have chosen) a password which enables you to access certain parts of our website or Service, you are responsible for keeping the password confidential. We ask you not to share a password with anyone. Use of website server log information is for IT security purposes. We collect and store server logs to ensure network and IT security and so that the server and website remain uncompromised. This includes analysing log files to help identify and prevent unauthorised access to our network, the distribution of malicious code, denial of services attacks and other cyber attacks, by detecting unusual or suspicious activity. Unless we are investigating suspicious or potential criminal activity, we do not make, nor do we allow our hosting provider to make any attempt to identify you from the information collected via server logs. <u>Legal basis for processing:</u> compliance with a legal obligation to which we are subject (Article 6(1)(c) of the General Data Protection Regulation). <u>Legal obligation:</u> we have a legal obligation to implement appropriate technical and organisational measures to ensure a level of security appropriate to the risk of our processing of information about individuals. Recording access to our website using server log files is such a measure. <u>Legal basis for processing:</u> our, and our third party hosting provider's legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). <u>Legitimate interests:</u> we, and our third-party hosting provider have a legitimate interest in using your information for the purposes of ensuring network and information security. Use of website server log information to analyse website use and improve our website: We use the information collected by our website server logs and third-party tools like Google Analytics, Google Console etc to analyse how our website users interact with our website and its features. For example, we analyse the number of visits and unique visitors we receive, the time and date of the visit, the location of the visit and the operating system, browser used, IP address, ISP and pages viewed. We use the information gathered from the analysis of this information to improve our website. For example, we use the information

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	gathered to change the information, content and structure of our website and individual pages based according to what users are engaging most with and the duration of time spent on particular pages on our website. <u>Legal basis for processing:</u> our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation). <u>Legitimate interest:</u> improving our website for our website users and getting to know our website users' preferences so our website can better meet their needs and desires.
Cookies	Please refer to our 'Cookies Policy' with regards to how we use Cookies on our website.
External website links	The YAA website may include links to other sites, not owned or managed by the Charity. These links are provided for your convenience. YAA is only responsible for its own privacy practices and security. It is recommended that you check the privacy, cookies and security policies and procedures of each and every other website that you visit and each organisation that holds your personal data.

b. Why does the Charity process personal data?

When YAA collects and uses your personal information, it will ensure this is only done in accordance with at least one of the legal grounds available to us under Data Protection/ GDPR law. YAA may use your information to understand your needs and interests and to provide you with the best service possible.

c. Where YAA has a legal/contractual obligation to use your data;

- to claim Gift Aid (this involves sharing your information with HMRC)
- to fulfil sales made online
- to fulfil your membership to the YAA Lottery, raffles or prize draws
- for fraud prevention, credit risk reduction or otherwise as required by law or regulation

d. Where it is in YAA's legitimate interest to use your data;

- to process any donation(s) received from you
- to make contact with you for administration purposes
- for internal record keeping, such as the management or feedback of complaints
- to analyse and improve YAA's work, services, activities, products or information (including our website) or for its internal records
- to check on your preferences from time to time to ensure they are up to date
- for analysis and profiling of our supporters or potential supporters
- to register and administer your participation in events for which you have registered or which you are holding to raise money on behalf of the Charity
- for legacy administration to take all steps necessary to ensure the safe receipt and use in accordance with the donor's wishes

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- to confirm memberships and subscriptions (such as playing in the YAA Lottery) The legal basis for the collection and use of your personal data is that you have given your consent and/or that it is in YAA's legitimate interest to do so in order to support the Charity's needs within Yorkshire. Your rights and freedoms are not prejudiced by this.

e. Your credit and debit card information:

- If you use your credit or debit card to donate to YAA, or buy something online, the Charity will pass your card details securely to its payment-processing partner as part of the payment process. This is done in accordance with the Payment Card Industry Security Standard. YAA will not store these details on its website or database.

5. Data Sharing

YAA will not exchange or sell your personal information to another organisation for their own marketing purposes. However, there are legitimate situations where the Charity may share data with trusted third parties, subcontractors, regulators or with law enforcement authorities. All trusted partners are required to comply with Data Protection/ GDPR laws and YAA's high standards. In these circumstances, YAA will always ensure appropriate contracts and controls are in place and will regularly monitor all partners to ensure their compliance. YAA will ensure that your personal data is properly protected and that it is only used in accordance with this Privacy Policy. YAA uses third party electronic payment providers to administer some transactions. They have their own privacy policies and the Charity encourages you to read them

The Charity will not transfer your data to countries outside the European Economic Area, unless specified in the privacy notice or explicit consent has been gained.

6. How does the Charity protect data?

The Charity takes the security of your data seriously. The Charity has internal policies and controls in place to try to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by its employees in the performance of their duties. All emails are encrypted and measures are put in place for the safe storage of email.

Personal data stored in the YAA database is only accessible by appropriately trained staff who need to access your personal data as an essential part of their role. All access is tracked through individual login credentials.

Where the Charity engages third parties to process personal data on its behalf, they do so on the basis of written instructions, are under a duty of confidentiality and are obliged to implement appropriate technical and Charity measures to ensure the security of data.

a. Under 18's:

YAA is committed to protecting the privacy of the young people who engage with the Charity. If you are under 18 please let YAA know when you contact us and ensure that you have the consent of a parent or guardian before providing your details. YAA will ensure that your information is only used for the purposes it has been provided and, in some circumstances, may refuse certain services,

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products or events.

b. Vulnerable supporters:

YAA is committed to protecting vulnerable supporters and follows the guidance issued by the Fundraising Regulator and Institute of Fundraising regarding treating donors fairly. YAA believes this helps to support staff and volunteers who come into contact with supporters, enabling them to provide high-quality customer care and ensuring anyone donating to YAA is in a position to make a free and informed decision.

7. For how long does the Charity keep data?

We will only retain your personal data for as long as reasonably necessary to fulfil the relevant purposes set out in this privacy notice and in order to satisfy our legal, statutory, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

We will always ask you to opt in to consenting to us contacting you in the future via email and telephone so you can continue to hear about our latest charity news and events.

However, you can update your contact preferences at any time by following this link: <https://www.yorkshireairambulance.org.uk/update-your-preferences/> emailing info@yaa.org.uk or calling Head Office on 01422 237900.

8. Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the Company to change incorrect or incomplete data;
- require the Company to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the Company is relying on its legitimate interests as the legal ground for processing; and
- make a complaint.

If you would like to exercise any of these rights, please contact the Data Officer for the Charity by calling 01422 237900.

If you believe that the Charity has not complied with your data protection rights, [you can complain to us via the online form on our website](#). This has to be done prior to contacting the Information

Yorkshire Air Ambulance | Cayley House | 10 South Lane | Elland | HX5 0HQ
01422 237900

www.yaa.org.uk

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Commissioner.

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