

Data Protection

Guidelines for Charities

Information rights

Good information handling provides a range of benefits as well as helping you to comply with the Data Protection and Freedom of Information Acts..

Data protection – looking after the information you hold

If you hold and process information about your clients, employees or suppliers, you are legally obliged to protect that information. Under the Data Protection Act, you must:

- only collect information that you need for a specific purpose;
- keep it secure;
- ensure it is relevant and up to date;
- only hold as much as you need, and only for as long as you need it; and
- allow the subject of the information to see it on request.

Good information handling makes good business sense, and provides a range of benefits. You'll enhance your organisation's reputation, increase customer and employee confidence, and by ensuring that the information is accurate, save both time and money.

Extract from: Data Protection Good Practice Note: Charities and marketing

To comply with the first data protection principle of the Act you have to tell individuals what their personal information will be used for, in particular:

- who you are;
- what you will use their information for; and
- anything else necessary to make sure you are using their information fairly, including whether you plan to pass your marketing lists to other organisations and how you will be contacting people, such as by post, phone, or email.