

## PRIVACY POLICY | Red Kite Enterprises Ltd

This privacy notice was last updated in February 2021.

### About Us

Red Kite Enterprises Ltd is a consultancy specialising in business planning, fundraising, workshop facilitation and stage and production management. Red Kite Enterprises Ltd is the controller and responsible for your personal data. We are registered with the Information Commissioner's Officer (ICO) and the Red Kite Director responsible for data protection is Jennifer Pattison.

### Contact Details

- Name: Red Kite Enterprises Ltd
- Address: 1 Smithy Road, Ingoldisthorpe, King's Lynn, Norfolk. PE31 6PA
- Phone Number: 01485 779648
- E-mail: [info@redkite.red](mailto:info@redkite.red)

### The type of personal information we collect

We collect and process information from our clients including personal information about the people who work for our clients and our clients' donors and supporters.

If you contact us about our consultancy services or if you enquire about being an Associate with us we may collect, use and store different kinds of personal data about you as follows:

- **Identity Data:** includes title, first name, last name, the organisation you work for and your job title.
- **Contact Data:** includes work address, job title, work email address and telephone number(s).
- **Marketing and Communications Data:** includes your preferences in receiving information from us about our services.

We do not collect any **Special Categories of Personal Data** (this includes details about race, religion, sexual orientation, or information about health). Nor do we collect any information about criminal convictions and offences.

### How we collect personal information and what we use it for

- **Clients:** You will pass your identity and contact information to us when you engage us for your services and we will retain this on our network so that we can maintain efficient contact, and – once the contract ends – resume contact if a new engagement period arises in the future.
- **Enquiries from potential clients:** Your identity and contact information may be passed to us (with your permission) by an existing contact of yours, who has recommended our services to you, at the point that you welcome an approach. You may also give us your identity and contact information when you correspond with us by in person, in a video meeting, or by phone or email when we meet to discuss our services. We keep this information on our private network in order to record interactions we have had with potential clients whether or not they go on to contract our services. We keep basic contact information about organisations who are interested in our services to inform future interactions.

- **Meetings with client contacts:** If you are connected to a client (for example as a Trustee or advisor) the client may pass your contact details to us (with your permission) so we can correspond directly. We will keep these notes and may share them with the client (with your permission).
- **Industry Information:** We collect and retain data from the public domain to help us research prospective funders that might potentially support our clients, for example published supporter lists in organisations' printed programmes, building spaces, or on their websites.

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **Contractual obligation:** we need to stay in regular contact in order to deliver our services. We may use data shared by a client to allow us to conduct research, benchmarking and analysis which enables us to undertake our services. Using the Directors' experience of working with hundreds of funders and donors over 20+ years, knowledge may be shared about:
  - a client's existing donors in terms of capacity to donate.
  - donation capacity advice about prospective donors or funders that form part of the existing networks of a client.
  - donors known within the public domain who do not support anonymously.

We never provide contact information to the client about prospective donors without the prospect's permission.

In order to deliver our services we are regularly required to:

- Develop and share prospect lists for clients, adhering to the principles above if any individuals are included.
- Review client donor lists to advise on capacity to give more.
- Meet client stakeholders to (with their permission) discuss their existing networks.
- Create briefing notes on individuals (adhering to the principals above), trusts or companies to inform the fundraising strategy.
- We will only advice on total giving levels where this is publicly available.

Our prospect lists are generated from:

- Industry knowledge and expertise held within Red Kite Enterprises Ltd (adhering to the principles above).
- Subscription-based prospect services, including the Directory of Social Change's Funds Online.
- Companies House, Charity Commission, Who's Who,
- Company, charity and funder websites and social media.
- The Sunday Times Rich List.

This information is only shared with our clients.

- **Marketing purposes:** contacting clients, former clients and prospective clients (with whom we have corresponded in the past) by email, reminding you of our services and sharing significant news (ie the engagement of a new company Associate). You will have agreed to receive emailed marketing information verbally or in writing. You will have the opportunity to opt out of these emails at any time by emailing [info@redkite.red](mailto:info@redkite.red)
- **Legitimate interest:** we may send marketing information on the basis of legitimate interest. You will always be given the option to opt out of any future contact by emailing [info@redkite.red](mailto:info@redkite.red)

### How we store your personal information

Your information is securely stored on our computer network.

We keep your personal identifier, contact details, contracts (if applicable) and materials created in the course of the contracted relationship as long as is necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. It is in our legitimate business interests to retain contact information for our clients and information about the work we carried out for them in case we work with those clients again in the future.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

We do not store information about people who look at our website.

### Your data protection rights

Under data protection law, you have rights including:

- **Your right of access** - You have the right to ask us for copies of your personal information.
- **Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- **Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.
- **Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- **Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [info@redkite.red](mailto:info@redkite.red) if you wish to make a request.

## **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to Jennifer Pattison, Director, Red Kite Enterprises Ltd at [jennifer@redkite.red](mailto:jennifer@redkite.red) or 01485 779648.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

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