

## Campaigns and Activism

### How we use your personal information and keep it safe



If you would like to support our campaigns, we will need some personal information from you.



This might include your name, email address, phone number and where you live.

It is your right to choose which information you are happy to share with us.



You can share your personal information with us in different ways. For example, by phone, email or by sharing them on our website.



You might want to tell us if you have a learning disability. But you don't have to if you don't want to.

We will only record and keep your information if you say we can. We call this 'consent'.



## How we look after your personal information

There is a law called the **Data Protection Act**.

It says we must only record and keep your personal information with your consent.



You can change your mind at any time about what personal information you want us to keep about you.

Just let us know by emailing [Victoria.Wright@mencap.org.uk](mailto:Victoria.Wright@mencap.org.uk)

We will keep your personal information safe on our computer database.



The database tells us who our supporters are and how we can get in touch with them.



It also tells us if our supporters have read our emails, taken part in our activities and have been to our events.

We will only keep your personal information on our database with your consent.

### You can choose how you want to hear from us



If you want us to delete some personal information about you from our database, you have the right to tell us.



For example, if you're happy for us to keep your email address but don't want us to have your phone number anymore.

If you want us to change how we use your personal information, you have the right to tell us.



For example, you can tell us if you only want to hear about our campaigns.



And you can tell us if you don't want to hear about our other work, like fundraising activities.

You can choose what you do and don't want to hear about from Mencap.



If you don't want us to contact you anymore, you have the right to tell us to stop.



We will then remove you from our database.

## How long we will keep your personal information for



We will only keep your personal information for a set amount of time.

If you sign up to hear about a campaign, we will keep your personal information until that campaign ends.

## Other ways we will use your information



We also use our database to tell us how our supporters are getting involved in our campaigns.

For example, it tells us how many supporters read our emails, go to our events, and use our services.



This helps us to understand who our supporters are and what they are interested in.



We might use your personal information on our database to look at how you have supported our campaigns.

For example, if you've read our emails and taken part in our campaign actions on our website.



We look at this information to see what impact our campaigns are having and if we should be doing things differently.

### How we share this information

We sometimes share information about our supporters with Mencap's other teams.



But we won't include your name.



We would keep your personal information private.





We sometimes share information about our supporters with people outside of Mencap who are helping us with our work.

This might include information about our supporters and what activities they have taken part in.



But we won't include your name. We would keep your personal information private.

### Other ways we might contact you



If you have made your personal information public, we might contact you to see if you'd like to support Mencap.



For example, if you are on Twitter or Facebook, we might send you a tweet or comment about our campaigns.



We would only contact you if we have good reason to think you might be interested in supporting Mencap.



If we do this and you don't want us to contact you again, you have the right to tell us to stop.





## What are cookies?

If you visit the Mencap website, you might see a message pop up asking you to accept 'cookies'.



A cookie is a small file that is put on your computer when you visit a website.

It helps the website to remember you and your preferences.

It is safe to have a cookie file put on your computer.



You can choose if you do or don't want to accept the cookies. It is your choice.

You can read our cookie policy here:  
<https://www.mencap.org.uk/cookie-policy>



The voice of learning disability



## If you have questions about how we use your information

If you have any questions or worries, please contact our data protection officer who will do their best to help you.

Their email address is [DPO@mencap.org.uk](mailto:DPO@mencap.org.uk)



Information Commissioner's Office



## You can also contact the **Information Commissioner's Office.**

They are an independent authority – they are separate to Mencap.

They make sure organisations, like Mencap, use people's personal information safely and in the right way.

Their website is <https://ico.org.uk>