



Sufra NW London

Privacy Policy

Policy Owner:	Deputy Director	To be approved by:	Board of Trustees
Last reviewed by policy owner on:	13/05/2026	Approved on:	10/09/2026
Next Review Date:	May 2028	Review frequency:	Every 2 years

1 About this Policy

This privacy policy relates to personal information that Sufra NW London collects and uses.

Keeping your personal information safe is very important to us at Sufra NW London. Furthermore, we aim to be open and transparent, so you know how and why we collect your data for our work. We are committed to complying with privacy and data protection laws.

To ensure data is accurately reviewed, only authorised personnel have security access to user information.

2 How and when we collect personal information

We may collect your personal information from you when you:

- Contact us
- Fundraise for us or donate to us (food, money or other resources)
- Engage in any of our services (for example being referred into or attending the food aid services, community kitchen, receiving advice, attending activities in our community garden or training opportunities)



- Participate in a survey, feedback form or research
- Work or make an application to work or volunteer with us
- Sign up to our communications (for example our newsletters or text updates)
- Provide a service to us or work as a consultant with us

We may also collect personal information about you from other organisations. For example, this might be from a referral agency.

3 The personal information that we collect

We only collect personal information that we genuinely need to carry out our work.

This may include:

- Contact details such as name, address, email address, and phone numbers
- Date of birth
- Gender

Any information that you give us relating to your circumstances and why you used a food bank – for example, your preferences

Language

Information that you provide when you donate food

- Information you provide when you correspond with us
- Financial information that you provide to us
- Information provided to us in job and volunteer applications
- Special categories of personal data we may hold include:
 - Race/ethnic origin
 - Religion
 - Biometrics (where used for ID purposes)
 - Health data including health issues, dietary and accessibility needs
 - Information about any convictions or criminal record to allow us to risk assess

4 Our legal basis for processing personal information



Our legal basis for processing personal information is usually for our legitimate interests, if we have your consent, for the performance of a contract or to meet our legal obligations (for example, to meet employment or charity laws).

In extreme situations, we may share your personal details if we believe someone's life is at risk.

5 Why we collect personal information

We collect and use personal information about people who use our services, people who support or donate to our work, job applicants, and volunteers for a number of reasons. We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping and so we can report our work to funders and donors
- We may use the information to improve our products and services
- We use your information to support the operation of our services
- We may periodically send promotional emails about our activities new or other information which we think you may find interesting – you can opt out of these at any time
- We may use your information to develop relationships with our supporters
- To process donations or expenses
- To increase our knowledge of local issues and to raise awareness about these issues in order to bring about positive change
- For employee and volunteer recruitment and management
- To respond to complaints or enquiries
- To undertake safeguarding activities (such as DBS checks)
- For governance reasons
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, mail. We may use the information to customise the website according to your interests.



6 Sharing personal information

We will share your personal information where we need to, where someone's life is at risk or we are required to do so by law. Where required, we will process personal information to comply with our legal obligations.

We may share your personal information with third-party organisations (such as but not limited to; our referral partners, auditors, software engineers, IT support, our website administrator/developer, HR advisors or a printing supplier). We also use third-party providers/platforms such as;

- Microsoft 365 – Staff names, contact details, HR information, volunteer data (e.g. volunteer rotas and travel reimbursements) and guest data (e.g. course sign-ups)
- Mailchimp – used to store contact information and manage/send email communications and marketing
- Beacon – a CRM that stores data about our volunteers (including health information), donors, newsletter subscribers, referral agencies and trusts/foundations and corporates.
- Advice Pro – a CRM used to store guest information and case notes from our Advice Service
- Digital Ocean – hosts our portal that collects general information and health information about guests by processing referrals into our food bank and attendances at our Community Kitchens
- Text Anywhere – uses telephone data to send text messages
- Ring Central – used to store contact information and to make/receive calls
- Whatsapp – used to convey announcements and operational communications to staff and volunteers
- Wordpress and IONOS – used for processing donations online through our website
- Survey Monkey – used to analyse surveys for volunteers



We select these organisations carefully and do our utmost to ensure your data is safe and that procedures are in place. Sufra is not responsible for the privacy practices or the content of linked websites. Please review the privacy notices of such websites.

When we are being assessed, third parties such as the Advice Quality Standard Assessors, our auditors or Trusted Charity Assessors will from time to time require access to client records and key documentation to assess the quality of our services/finances. You have the right to opt out from having your file included in this process.

We may use your data to develop reports to demonstrate the impact of our work. In this circumstance, data will be anonymised unless consent has explicitly been granted to share detailed information about personal data.

7 International transfers of personal data

If we ever need to transfer data to a third party outside of the UK, we will take appropriate measures to ensure your personal data remains protected.

8 How long we keep your personal information

Unless still required in connection with the original purpose that we collected or processed your data, we generally delete your personal information from our records six years after the date that it was collected. For instance, if you stop engaging with us as a staff member, volunteer or guest, we will usually delete your personal data from our records 6 years after your last engagement with us.

However, we will remove your personal information from our records before this date if it is no longer needed, we are no longer legally entitled to process it, or you exercise your right to erasure or unsubscribe from us.

A summary of our retention periods is available below.



Types of data	Legal basis	Retention period
Data on staff and consultants	Legitimate interest / contract / legal obligation	6 years after termination
Data on volunteers	Legitimate interest / legal obligation	3 years after a 12-month inactive period
Data on trustees	Legitimate interest / legal obligation	6 years after termination
Data on service users / guests	Legitimate interest	6 years
Individual Donors (Direct and through other Platforms)	Legitimate interest / contract / legal obligation / consent	6 years
Trust and Foundations	Legitimate interest / contract / legal obligation	6 years after grant end
Job Applicants	Legitimate interest / legal obligation	1 year after recruitment
Newsletter recipients	Consent / legitimate interest	Until unsubscribed

9 Lawful Processing

We are required to identify one or more lawful bases for collecting and using your personal information. We consider the following lawful bases to be relevant:

Consent

Where you have given clear consent for us to use your personal information in a specific way, for example where you agree to receive newsletters or other communications from us.



Legal obligation

Where the processing of your personal information is necessary for us to comply with a legal or regulatory obligation, e.g. payroll or processing a pension payment.

Contractual relationship

Where it is necessary for us to process your personal information in order to fulfil a contract with you, or to take steps at your request before entering into a contract. For example, to pay a staff member or consultant.

Legitimate interests

Where applicable law permits us to collect and use personal information for our legitimate interests, provided this use is fair, balanced, and does not unduly affect your rights or freedoms. For example, it is in our legitimate interest to keep your data so we can contact you about when a food parcel is being delivered or when you can collect from us.

We may contact you by phone, text message, or email, where necessary to provide and manage the support and services you receive from us. This may include information about appointments, food deliveries, referrals, changes to services, welfare checks, or other essential operational updates. We rely on our legitimate interests to process your information in this way, as these communications are necessary to deliver our charitable services effectively and safely. These communications are not marketing communications.

10 Marketing Communications

We may occasionally contact supporters, businesses, project partners, other charities, referral agencies, donors, volunteers, or individuals who have engaged with our services about fundraising campaigns, events, volunteering opportunities, appeals, or updates about our work.



Where we send marketing communications by email or text message, we will do so in line with the Privacy and Electronic Communications Regulations (PECR).

In some circumstances, we may rely on the “soft opt-in” rules under PECR where:

- we obtained your contact details directly from you;
- you provided your details during the course of receiving, requesting, or expressing an interest in our services or activities;
- we are contacting you about similar services, activities, campaigns, or opportunities connected to our charitable work;
- you were given the opportunity to opt out when your details were collected; and
- you are given the opportunity to opt out in every subsequent communication.
- You can opt out of marketing communications at any time by:
 - clicking the unsubscribe link in emails;
 - replying STOP to text messages where applicable; or
 - contacting us directly.

11 Cookies and aggregate information collected from our website

A cookie is a small file which asks permission to be placed on your computer’s hard drive.

Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual.

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager on our website. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

The Cookie Consent Manager can be found in the notification banner and on our Website. If you choose to reject cookies, you may still use our website though your



access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies.

The specific types of first- and third-party cookies served through our Website (at the time of writing) and the purposes they perform are described in the table below

Cookie Name	Used By	Description	Expiration
_ga and _gid	Google Analytics	Used to distinguish between website users in Google Analytics.	2 years and 2 hours
NID	Google	NID cookie, set by Google, is used for advertising purposes.	6 months
googtrans	Google Translate	Stores your selected translation language.	1 month
_fbp	Facebook	Facebook sets this cookie to store and track interactions.	3 months

Your rights

Under the UK GDPR and Data Protection Act 2018 and the General Data Protection Regulations you have certain rights about the personal information we hold about you:

- You have the right to receive copies of the information we hold on you.
- If you are a guest of our services, you have a right to object or restrict the personal information we hold



- You have a right to object to processing that is likely to cause, or is causing you, damage or distress
- You have a right to prevent processing for direct marketing
- You have a right in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed
- You have a right to claim compensation for damages caused by a breach of data protection legislation

12 Data Requests

We will securely retain your information for as long as is reasonably necessary and in accordance with GDPR law. If you wish to submit a request that your data be deleted, please write to us at 160 Pitfield Way, Stonebridge, NW10 0PW; or via email to admin@sufra-nwlondon.org.uk. You have the right to receive a copy of the personal information that we hold about you.

If you have any queries relating to how Sufra has processed your personal information you can contact us at admin@sufra-nwlondon.org.uk.

If you are unhappy with our response to your enquiry about how we have processed your personal information, you have the right to lodge a complaint with the Office of the Information Commissioner.

13 Information Commissioner's Office

If you would like more information about the Data Protection Act and the General Data Protection Regulations you can contact the Information Commissioner's Officer at Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Helpline: 0303 123 1113

Website: <https://ico.org.uk/>

Sufra NW London will review and may update this policy from time to time. You should check this page periodically to ensure that you are aware of any changes. This policy was last refreshed in September 2026.