

Privacy Policy

1. Purpose

- 1.1 The purpose of this policy is to ensure that any data held by Omega is managed in accordance with relevant data protection legislation.

2. Applicability

- 2.1 This policy applies to all employees and volunteers of Omega – Ending Isolation, Ending Loneliness (the “Charity”). Its requirements should be reflected in other policies and procedures, agreements and contracts, as necessary.

3. Policy statement

- 3.1 We shall look after any personal information you share with us. We will never share your information with anyone unless there is a safeguarding emergency or a legal duty to share information.
- 3.2 We want everyone who comes to us for support, as well as our supporters, to feel confident about how any personal information they share will be used.
- 3.3 It is usually very helpful to receive confidential information about your situation as an Omega client so that we can understand the issues you are facing. Please only provide us with the information you feel comfortable sharing. If you receive help from one of our confidential programmes, we will still ask for your full name for Safeguarding purposes. When you need to contact us, you might find it helpful to give the name of the programme you use, e.g. Chatterbox, Letterbox.
- 3.4 Never be afraid to ask for clarification of the reason we need information and ask us to delete information we already hold at any time. We will need to get your permission before we send certain information to you and ask for your permission if we need to pass it on to another organisation to enable them to help you. We will, therefore, ask you about your communication preferences. We have a small, part-time staff team who respond to routine enquiries. We welcome your ideas to help us keep your information safe.
- 3.5 We only use personal information you provide to help us manage our relationship with you efficiently.
- 3.6 If you have given us your permission, we will keep you up to date with our work and tell you about events and activities organised by others which are likely to be of

interest to you. We will also tell you about new activities, how we are improving services and we may tell you about fundraising initiatives too.

- 3.7 We will never release your information to any other organisation without your permission.
- 3.8 We will only use your personal information to do this if you have previously told us that it is OK (you can withdraw consent at any time).
- 3.9 We will make it easy for you to tell us how you want us to communicate with you, including how to opt out from future communications. Please tell us if we don't get this right first time.
- 3.10 We will be especially careful and sensitive when working with clients at risk.
- 3.11 We take all reasonable care to safeguard your personal information through security policies and secure business processes.
- 3.12 We will always provide easy ways for you to contact us, and we are happy to answer any queries you have. We know that your privacy is very important to you. We promise that it is also very important to us.

4. How we collect personal information about you

- 4.1 We may collect personal information from you when you contact us, attend one of our events or during outreach activity. For example, this could happen if you enquire about our activities, register with us, make a donation, ask a question about a confidential problem you have, buy something, apply for a paid job or a volunteering opportunity, if you chose to provide some feedback or otherwise provide us with personal information. We may collect information when you phone us, visit our website, write to us or meet us in person.

5. What information do we collect?

- 5.1 The personal information we collect might include your contact details such as name, date of birth, email address, postal address, telephone number and credit/debit card/bank account details (if you are making a donation or buying something), as well as information you provide in any correspondence. We may also collect health information and your caring relationship, etc.
- 5.2 We gather general statistical information about the use of our website, such as which pages users visit most often and which services, events or facilities are of most interest. We may also track which pages users visit when they click on links in our emails. We may use this information to personalise the way our website is presented, to make improvements and to ensure we provide the best service for users. Wherever possible we use aggregated or anonymous information which does not identify individual visitors to our websites.

6. How do we use personal information?

6.1 We may use your personal information to:

- Provide you with the important advice and support you have asked for.
- Provide or administer activities relating to all our services: updating you with important administrative messages, to help us identify you when you contact us, and help us to properly maintain our records.
- Improve your experience with us. We may use your information to enhance the service that our staff provide, to fulfil your orders and gift aid declarations, to improve our information and communications, or to personalise the website to better suit your needs.
- Provide you with information about our plans. This may be letting you know about new or enhanced services that we hope will be useful and interesting to you, and may include fundraising updates; of course, we will only do this either with your consent, where we need to fulfil a contract or service with you, or where we believe you will expect to be updated and contacted by us. You can of course ask us at any time to change how we contact you.
- Analyse the personal information we collect about you so that we can better understand our clients and supporters, their preferences and needs, and important trends. This may mean looking at all the interactions you have with us so we can aim to offer you the right information at the right time (including financial interactions so we can ensure we ask you for an appropriate level of support). It may also mean using external sources of information about you, the area where you live, or people like you, so we can better inform how we talk to you about our work. We believe this enables us to offer you more appropriate offers and communications, but you can opt out of this activity at any time. Just contact us and let us know. If emailing, please use the subject line "Please stop analysis of my data".

6.2 We may need to disclose your information if required to do so by law (for example, to comply with the law, regulations and codes of practice or in response to a valid request from a competent authority), or in order to enforce our conditions of sale and other agreements.

6.3 To do some of this we may need to share your information with a trusted partner or a supplier, but if this is necessary at all it will always be carried out with your express permission and under our instruction and will never be used for third party marketing purposes.

7. Your choices

7.1 We like to keep valued supporters up to date with our progress. We will thank you in writing for all donations over £5 and update you on what we are doing. We might ask whether you would be able to support us with particular aspects of our work. Where

we are able to, we would like to keep in touch with you (by post, phone, email, text and other electronic means).

- 7.2 Please remember that you can change your mind and remove or add your consent at any time by contacting us using one of the methods listed in section 13 below.
- 7.3 In cases where we may need to transfer and process your personal information outside the European Economic Area, we will comply fully with our legal obligations as a data controller and take all steps necessary to ensure that your personal information is treated securely and in accordance with legislation.

8. Who sees your personal information?

- 8.1 The personal information we collect about you will be used by our staff and volunteers to support you; (with your permission) by organisations working with us or on our behalf to deliver services; and possibly by legal and regulatory authorities if required by law.
- 8.2 We will never sell or share your personal information with organisations so that they can contact you for any marketing activities. Nor do we sell any information about your web browsing activity.

9. Your information security

- 9.1 We have implemented appropriate physical, technical and organisational measures to protect the personal information we have under our control, both on and off-line, from improper access, use, alteration, destruction and loss. We keep information for as long as is reasonable and necessary, which may be to fulfil statutory obligations (for example, the collection of Gift Aid). Your personal information is kept securely in our databases and office.

10. Data retention schedule

10.1 We operate the following data retention schedule:

Data Category	Retention Period	Justification
Donor records (financial)	6 years after last donation	HMRC requirements
Gift Aid declarations	6 years after last claim	HMRC guidance
Staff HR records	6 years after employment ends	Statutory limitation period
Volunteer records	3 years after service ends	Operational requirement
Beneficiary records	3-7 years depending on case (advice to be sought from the Charity's designated Safeguarding Officer as required)	Safeguarding & audit needs
Financial records (invoices, etc)	6 years	Legal requirement
Minutes and governance	Permanently	Charity Commission
Emails and correspondence	2 years (routine)	Operational need

10.2 Retention periods may be extended if required for legal proceedings or safeguarding reviews.

11. Data destruction

11.1 When data reaches the end of its retention period, it must be securely destroyed:

- Paper records: Shredded using a cross-cut shredder or through a professional service.
- Electronic data: Permanently deleted using appropriate data-wiping software or services.
- Backups: Data must also be deleted from all backup systems, if applicable.

11.2 Our website may contain links to other sites. We monitor the links we have. We are not responsible for the content or the privacy practices employed by other sites. Please be aware that advertisers or websites that have links on our site may collect personally identifiable information about you. This privacy statement does not cover the information practices of those websites or advertisers. If you identify a site at the end of a link found on the Omega website which causes you concern, please report your concern to us.

- 11.3 Any debit or credit card details which we receive on our website are passed securely to our payment processing partner, according to the Payment Card Industry Security Standards.

12. Your communication with us

- 12.1 Your communications with our colleagues (including by telephone or email) may be monitored and/or recorded for training, quality control and compliance purposes to ensure that we continuously improve our customer service standards. We sometimes use a hands-free facility.

13. How to update or access your personal information

- 13.1 You may ask us at any time to update your details, or correct or remove information you think is inaccurate, by contacting us as follows:

- In writing to: Omega, London House, Town Walls, Shrewsbury SY1 1TX
- By email to: info@omega.uk.net (please type the words "Urgent personal data – Action Needed" in the subject field)
- By telephone on: 01743 245 088

- 13.2 You also have a right to know what personal information the Charity holds about you.

14. Disclosing your information to third parties

- 14.1 The only time we would ever disclose your personal information to third parties would be if we were concerned for your welfare. Examples are:

- If we were unable to contact you and had gone down all other routes we would contact the police to carry out a safe and well check.
- If we were concerned about your safety and needed to raise a safeguarding issue with your local authority.

15. Changes to our privacy policy

- 15.1 Our Privacy Policy is available on the Charity's website and will be reviewed annually to ensure that it reflects how we use your information. Any changes will be notified to you by updating this policy.

16. Further information

- 16.1 For further information about our privacy practices, please write to:

Omega – Ending Isolation, Ending Loneliness, London House, Town Walls, Shrewsbury SY1 1TX

17. Approval and review

- 17.1 Policy last reviewed and approved September 2026.

- 17.2 Next review due September 2027.