



Fighting blood cancer
for a brighter future

Communication & Privacy Policy

August 2017

1. Bright Red promises to respect any personal data you share with us.
2. Our communications will consist of emailed newsletters, regular posts and updates through our social media channels and the occasional press release.
3. Anyone who has donated via an online platform (EG JustGiving) and confirmed they are open to received electronic communications will be added to our mailing list.
4. Our mailing list is managed through MailChimp. You will remain on our mailing list unless you chose to remove yourself. Every online newsletter will contain an unsubscribe option.
5. We maintain a database through Donorfy. Any donations, fundraising activities and correspondence will be noted on your own file. Your information is stored securely and can only be viewed by Bright Red's staff. It is used to maintain an accurate record of our relationship with you. You can be removed from this at any time by emailing Support@brightred.org.uk.
6. We do not buy data from our other organisations nor do we sell data anyone.
7. We will not invest in any market research or data collection firms.
8. We do not and will not invest postal marketing. Should this change in the future, we would only post our materials to those who have opted to receive correspondence from Bright Red.
9. We will not hire financial investigators to assess disposable income or potential legacy donations.
10. We do not and will not hire cold calling firms.

If you have any questions, please email them to Support@brightred.org.uk