

## Personal Information Management:

# How to increase your charities brand trust



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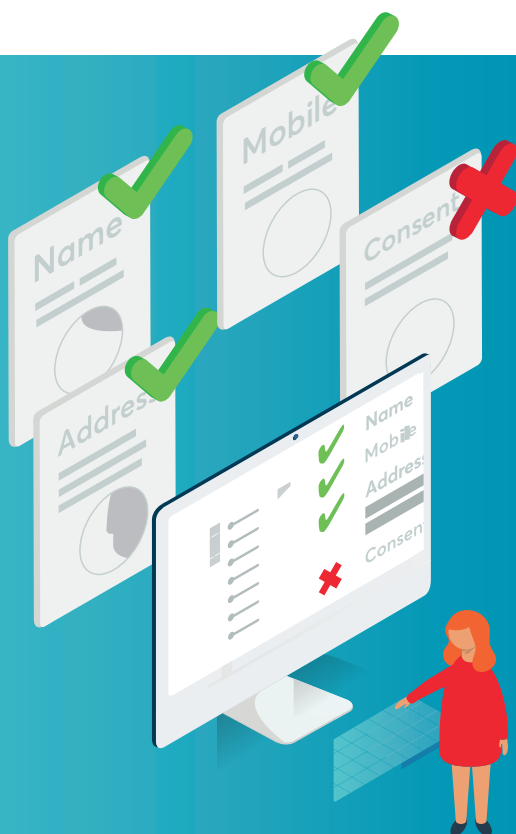
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# The importance for effective personal information management within charities

Now, more than ever, people are expecting trustworthy actions from charities. Empty statements about impact will no longer cut it; the public wants to see tangible results, backed up by evidence. A recent report by The Charity Commission for England and Wales supports this;

**“The public still think the sector plays an important role in society – they simply want it to evidence the positive effect it has with their generosity. Words are not enough; the public expect trustworthy behaviour and proven impact.”**

Trust in Charities, 2018, How the public views charities, what this means for the sector, and how trust can be increased, July 2018.



People still believe in the work charities are carrying out, but the trust in the organisations has been shaken.

## How can charities win trust back?

Whilst there are many answers to this question, one key area is clear; effective personal information management is key for the public believing in charities again.

After the very public incidents surrounding Age UK, Kids Company, and Oxfam, trust in charitable organisations is at an all-time low. Our personal data is just that; personal, and with charitable organisations abusing that data for their own gain, it's no wonder reputations are so damaged.

It's clear that charities need to up their game to win back supporters.

So, how does effective personal information management play into this?

## Choice and transparency.

If charities are able to offer choices around what data they are holding and are transparent in how they use it, ultimately, trust will be won back. With this in mind, it's important to consider a few key areas when it comes to charities and personal information management.

To ensure your own charity is compliant and handling its personal data effectively, we're going to cover the key areas, namely:

- 01 Whose personal data is handled by charitable organisations (it's more people than you think)
- 02 The eight lawful grounds for processing data and the rights individuals have under GDPR
- 03 Why charities need to carry out a Data Protection Impact Assessment (DPIA)
- 04 The consequences of not being compliant with the latest regulations
- 05 Personal information management solutions and their opportunities
- 06 How to stay compliant in an ever-changing landscape

By gaining an understanding into each of these areas you'll get a clear picture of how to effectively manage personal data within your charity organisation. This paper is informed by our years of expertise in the data privacy industry and will assist your organisation to navigate the complex landscape of GDPR. If you have any questions, please direct them to our Chief Architect.



# Whose personal data is handled by charities?

## Why is there a need for such stringent data management?

As charities are all too aware, data forms the backbone of their organisations. Whether that be for marketing purposes and spreading the word about their vital work, to personal information on volunteers to help support the delivery of work, to the end service users and important medical information, data is essential to charities operating. Not having access to this data, or this data being breached, can have a fundamental impact on the effectiveness to which charities can operate.

To give context, here are just some of the different types of data charities interact with on a daily basis:

- 01 **Volunteers** - Personal Identifiable Information (PII) such as names and contact details
- 02 **Employees** - PII
- 03 **End service users** - Medical histories as well as PII
- 04 **Donators** - PII such as payment details, names and contact details
- 05 **Supporters** - Personal Identifiable Information such as email addresses



With such sensitive information being dealt with so regularly, it's easy to see why trust is lost so easily when this data is mishandled. It's important that any data that is handled is gathered under lawful grounds. So, what are these lawful grounds? And how do they impact on your charity?

# The 8 lawful grounds for processing data

Whilst it is widely understood that consent is a key route to data compliance, there are, in fact, seven other ways to process data lawfully. As advice around GDPR has been confusing and contradictory, we wanted to provide you with a bit of clarity on what constitutes lawful ground for processing data.



## 1. Consent

Perhaps the most familiar concept within GDPR (even though there are nuances within it) is consent. Article 6 from GDPR states that the consent of the data subject must be given in relation to "one or more specific" purposes. So, to give blanket consent wouldn't cut it, people need to know the details of the consent they are giving. A common example of this would be consent to contact people on a marketing database in a multitude of ways such as email, SMS and post. If consent has been given for each, and the person giving their consent felt this information was accurately conveyed at the time of consent, then it is compliant.

## 2. Legitimate Interest

Legitimate interest and charities can be a tough area to navigate. As legitimate interest is contextual and non-prescriptive organisations can use it, but with an awareness that its use might not always be appropriate. It's an option, but not a given. Ultimately, you need to be able to provide good reason for using legitimate interest, but it doesn't guarantee you safety from fines.

## 3. Contractual Necessity

When entering into a contract with someone, it will be necessary to share personal data. For example, it would be hard to enter into a contract without sharing details such as your name or email address. This is referred to as contractual necessity. For example, if someone was signing up for volunteer work with a charity, they would need to share their personal information in order to begin volunteering.

## 4. Public Task

If a task is being carried out in the public interest, then it is reasonable grounds for gaining access to data. However, bear in mind, you do not need a specific statutory power to process personal data, but your underlying task, function or power must have a clear basis in law. The processing must be necessary. If you could reasonably perform your tasks or exercise powers in a less intrusive way, this lawful basis does not apply.

## 5. Legal obligation

In some instances, personal data has to be handled due to legal obligations.

## 6. Vital Interests

This often refers to the need for personal data in a life or death situation. It is of vital interest to the person to have that information shared or they could die. An example of this would be a medical history to inform life-saving surgery. In order to know which data you store already, or are hoping to store in the future, it's important you carry out something called a Data Protection Impact Assessment.

## 7. Special category data

Special Category Data relates to personal information that is especially sensitive. If the data or information in question is exposed it could severely impact the rights and freedoms of the person in question and potentially be used against them for unlawful discrimination. For example, biometric data (such as blood type) can be used to identify an individual.

## 8. Criminal offence data

Any data relating to criminal convictions and offences, or related security measures.

**In line with the eight lawful grounds for processing data, it's also be helpful to be aware of the eight individual rights GDPR covers for individuals:**

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling



# Why charities need to carry out a Data Protection Impact Assessment (DPIA)



To understand why charities and NGOs might need to carry out a Data Protection Impact Assessment, or DPIA, let's take a look at The ICO's definition of what a DPIA is:

**"A Data Protection Impact Assessment (DPIA) is a process to help you identify and minimise the data protection risks of a project. You must do a DPIA for processing that is likely to result in a high risk to individuals."**

DPIA's tend to be carried out by Data Protection Officers. Does your charity have one? Is this a new role you've identified that would help with managing personally identifiable information within your charity?

It's likely you have an IT Manager, Systems Manager or possibly even a Compliance Manager, but having someone who is solely accountable for ensuring you meet regulations set out by GDPR is imperative to your organisation's sustainability. By carrying out a Data Protection Impact Assessment for your charity you can help to identify some of the following:

- 01** The nature, scope, context and purposes of the processing, the measures you will need to take to ensure compliant data gathering, and any additional measures you will have to take to mitigate any risk.
- 02** The level of risk it poses to an individual; if the data is breached or shared inappropriately, how much damage could it cause? How sensitive is the information?
- 03** If you do identify a high risk, the need to contact the ICO for further assistance.

Whether your charity is working at scale or is a local organisation, at some point you will be handling sensitive personal information. By carrying out a DPIA, you'll be able to stay compliant and gain a deeper understanding of the data you handle. It's by going into this level of detail, and more importantly, having this level of evidence for how data has been collected, that you can hope to keep the trust of the people associated to your charity.



# The consequences of not being compliant



There are very public cases of what happens when charities aren't data compliant. Back in 2011, Oxfam had to issue an apology after sending out a redacted report on the incidents surrounding sexual misconduct in Haiti.

After releasing an embargoed version of the report, it became apparent that some personal information of the staff involved in the allegations were clearly identifiable. After the mistake had been made, a full investigation by the Information Commissioner's Office was launched, as well as a public apology. The damage to the charity's reputation was long lasting. By keeping your own charity compliant you can ensure that your reputation isn't damaged and that vital information is kept secret.

## An ever-changing data compliance landscape

And it's not just brand reputation that's at risk. GDPR's original purpose was to protect the rights of individuals and how companies and organisations use their personal data. Because of this shift change in how data is being handled, the consequences for non-compliance are more real than ever. Organisations need to be on top of the ever-changing legislation and the impact it can have on them in the future. To ensure your own charity meets the new, rigorous standards we would highly recommend partnering with a data compliance specialist.



## The possibilities available with a Personal Information Management Platform



With the data compliance landscape being tougher than ever, it has never been more important for charities to stay compliant and to treat everyone they interact with respect. So, how can so much personal information be handled effectively? What can charities do to stay compliant, improve important relationships and build trust? The most effective tool is a Personal Information Management Solution.

### Inside one platform, charities can expect to:

- 01 Manage data from one, connected, centralised solution instead of dipping in and out of several systems
- 02 Give control back to the user, empowering them to choose how much data they share, how often they update their data and to erase their data
- 03 Empower customer service teams, volunteers and supporters to make smarter, quicker decisions about people's data and update contact information and preferences in real-time
- 04 Use data more effectively to gain intelligence on how people are interacting with your charity and the kinds of messages they want to hear about
- 05 Be compliant with GDPR and be prepared for upcoming regulations, like ePrivacy, with effective cookie management as well as not having to worry about staying on top of legislation changes





# Cassie: Data compliance software for charities

If you're looking to improve your charity's contact, consent and preference data management, talk to our team about Cassie. We've worked closely alongside charities for years to help them become compliant and ensure the safe handling of their data. Make sure your own charity is doing everything it can to manage its reputation.

## Why Cassie?

**"Working with the Syrenis team to develop and launch the Fundraising Preference Service was a positive experience and the system has worked extremely well for us. We found Syrenis very easy to work with; expert and responsive. Their approach to agile working, coupled with their ability to fully understand our requirements helped to ensure that the system was right first time and delivered on time."**



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