**Ambassador guidelines for supporter privacy**

As you know, Send a Cow is making every effort to comply with the new General Data Protection Regulation (GDPR) and to manage our supporter relationships with as much care as possible. We are committed to handling supporters’ personal details with high standards of privacy, but we also want to keep in touch with our supporters, to thank them for their support and keep them up to date with our work.

We have made some amendments to the way we collect, use and store contact details through your Ambassador activities and have amended the forms used for speaker bookings, for submitting donations and for taking contact details when someone wants to be added to our mailing list.

The following guidelines explain the procedures we’ll now be following. The current forms are available from the website resources area. Please always use these forms from now and delete any old versions.

As you work with these procedures we always welcome your feedback.

**Speaker Bookings**

* The speaker booking form includes a statement that personal contact details given will be used to communicate about the speaking arrangements and for follow up within one month after the talk date. Following a talk Send a Cow staff will contact the school/group/church to ask if they would like to receive ongoing supporter communications. Contact details would then be stored and used for the agreed ongoing communications. If they decline, their contact details will be stored for only 1 year after the talk has taken place then deleted/destroyed. (unless these are the same contact details given to accompany a donation. See below)

Everyone requesting a speaker via the website speaker request form will have seen this statement on the online form.

If an Ambassador is arranging a talk through their own contact please make sure the contact person has read or been told this statement.

* If the group makes a donation at or following a talk a thank you letter will always be sent from the Send a Cow office either to the personal contact details given on the Donations & Payments form submitted by the Ambassador (see guideline below for using this form) or to the personal contact details accompanying the donation sent in by the group directly to the Send a Cow office. The thank you letter will include a statement informing the contact person how Send a Cow will use the personal details given. This includes the link to our privacy policy with more details such as how long we will store their details.
* Ambassadors should only keep contact details relating to speaker arrangements up to 1 month after the talk has taken place. These details should only be used for the purposes of making arrangements prior to the talk and for an immediate thank you/follow up if required after the talk. All contact information, including emails, should be deleted or destroyed by 1 month after the talk date.

Send a Cow will hold a record of a talk given for at least 6 years e.g. ‘Talk given to Cheltenham Rotary on 4th Aug 2018’. So if an Ambassador needs to find out details of previously given talks you can contact us and we will let you know. But, as stated above, the contact details used for that talk will be held for only 1 year following the talk.

* The DBS statement acknowledgement box must be ticked (or ‘yes’ written) to confirm the contact person has read the statement and acknowledged that an appropriate person from the group is responsible for the group members throughout the Ambassador’s visit. This is the case for all talks – any group could potentially have a vulnerable person present.

If you are completing the booking form on behalf of the group you can email the statement to the contact person or read over the phone.

If speaker booking forms are submitted without this confirmation we will need to contact you to request this is done before the talk date.

* Please always have some ‘Keep in Touch’ forms (see below) with you at talks so that you can collect contact details of anyone who says they would like to hear further from Send a Cow.

**Donations and Payments Form**

* The Ambassador Donations and Payments Form includes the following statement informing the contact person how Send a Cow will use the personal details given. This includes a reference to our full privacy policy and a reminder that any supporter can contact Send a Cow to update their mailing preferences at any time.

**Donations & Payments form statement:**

*Thank you very much for your donation.*

*Many people like you want to stay in touch and we hope you do too. We will use the information you provide to process your donation, fundraise, to let you know about news, events and appeals and to understand our supporters better. We will never sell or trade your details. To read more about how we value your privacy visit* [*www.sendacow.org/privacy*](http://www.sendacow.org/privacy)*. To request a printed Privacy Statement or to update your preferences at any time contact us on 01225 874222 or info@sendacow.org*

* Ambassadors are requested if possible to tear off the statement from the bottom of the form and give this to the person at the time that their contact details are being written down.

If contact details are taken over the phone the statement can be read out; if contact details are given by email the statement can be emailed.

Then indicate this has been done with ‘Yes’ in the relevant space on the form.

* If the contact details are being recorded without the contact person present, or without phone or email communication, this should be indicated in the relevant space on the form.
* The Donations and Payments Form can still be submitted to the Send a Cow office either electronically or by post, but **must include** confirmation (as outlined above) of whether the use of contact details has been explained to the contact person using the given statement or not explained to the contact person.
* We will no longer collect email addresses on the Donations and Payments form as we do not feel giving an email address in this context provides enough clarity that the person has given their consent to ongoing email communications.
* Send a Cow will always post a thank you letter for a donation when contact details are given. The donation thank you letter sent will reiterate use of contact details by including a statement informing the contact person how Send a Cow will use the personal details given.
* Any new Gift Aid declarations can only be processed if made via a fully completed Send a Cow Gift Aid declaration form. Once a Gift Aid declaration has been made it does not need to be made again for future donations unless the supporter’s details change.

**‘Keep in touch’ form**

* This has been simplified to remove the tick box columns. Clear statements are given on the form to communicate that the personal contact details given on this form will be used to communicate with the person about Send a Cow’s work, fundraising, events etc. The form makes it clear that in giving contact details the person is giving permission for Send a Cow to communicate with them using those details. The person can choose which contact details they give.
* When taking someone’s details on this form please explain to them the statements and ensure they understand what their details will be used for.
* There is also a space to note if someone requests specific information or follow up.
* These forms are now A5 size with space for only one person’s details per form. Two forms can be printed out per A4 sheet of paper and then cut to separate for use. (The Send a Cow office is happy to print these out for you if necessary)
* Please do not leave completed forms out on display, but keep securely and send to the Send a Cow office as soon as possible after a talk or event.
* Please always have some Keep in Touch forms with you when you go to talks and events and look for opportunities in conversation to invite people to receive Send a Cow communications

**Privacy Policy**

Please have a paper copy of the Privacy Policy with you at talks and events in case someone wants to look at it then.

The full privacy policy can be viewed on the Send a Cow website [www.sendacow.org/privacy](http://www.sendacow.org/privacy)

(Ask the Send a Cow office if you would like this printed out for you.)

**Photo consent**

We love to receive photos of Ambassadors and supporters at events, but to be able to use them we need to make sure people at the event understand how they will be used.

If you are planning to take photos at a talk or event please ensure the following statement is clearly on display and do not include in photos anyone who requests not to be photographed.

**Photographs are being taken at this event and may be shared publicly. If you do not wish to be photographed, please inform the photographer or the event organiser.** (Please take a photograph of the sign to prove that we did have a sign in place)

If you want to take close ups of people please check they are happy with this.

When you send the photos to the Send a Cow office please confirm the above steps were taken.

**Photos of children**

If you are taking photos of **children** a **photo consent form must be completed, signed by the designated person at the school / group leader / parent or guardian** **and submitted** to the Send a Cow office with any photos.

This form is available from the Ambassador resource area or contact Claire if you would like a paper copy printed off for you.