PRIVACY NOTICE

How African Revival uses and protects personal information

Organisation: African Revival
Effective date: 10 August 2026
Last reviewed: 10 August 2026
Contact: info@africanrevival.org

Your privacy matters to us. This notice explains what personal information African Revival collects, why we use it, who we share it with, how long we keep it and the choices and rights available to you.

This notice applies to supporters, donors, prospective supporters, website visitors, event participants, volunteers, job applicants, suppliers and other people who engage with African Revival in the UK. Project participants and beneficiaries may receive additional, locally appropriate privacy information where African Revival, a country office or a delivery partner collects their information.

1. Who we are

African Revival is a charity and company limited by guarantee registered in England and Wales. For the personal information covered by this notice, African Revival is usually the data controller: this means we decide why and how that information is used.

- **Registered charity number:** 1108718
- **Company number:** 05169063
- **Registered office:** Springfield, Rookery Hill, Ashtead, Surrey KT21 1HY
- **Email:** info@africanrevival.org
- **Website:** www.africanrevival.org

African Revival works internationally, including through in-country operations and delivery partners. Depending on the activity, another African Revival entity or partner may be a separate or joint controller. Where that applies, we will identify the relevant organisation and explain its role at the point the information is collected.

2. Information we may collect

The information we collect depends on how you interact with us. It may include:

- identity and contact details, such as your name, title, postal address, email address, telephone number and communication preferences;
- supporter and fundraising information, such as donations, Gift Aid declarations, campaign responses, event participation, volunteering, legacy intentions and correspondence with us;
- payment and transaction information. Payment-card details are normally collected directly by our payment provider and are not retained by African Revival in full;
- relationship and professional information, such as your organisation, role, interests, connections with our work and information relevant to partnerships, grant applications or supporter engagement;
- website and communications information, such as IP address, device and browser data, pages visited, cookie choices, and whether an email is opened or a link is selected, where the law permits;
- recruitment, employment or volunteering information, such as work history, qualifications, references, right-to-work information and information needed for safeguarding checks;
- photographs, film, audio, stories, feedback and case-study material where you participate or give appropriate permission; and
- any other information you choose to give us when you contact us, complete a form or take part in an activity.

Special category and safeguarding information

Some information needs extra protection, including information about health, disability, racial or ethnic origin, religious or philosophical beliefs, political opinions, trade-union membership, sex life or sexual orientation, and biometric or genetic data. Criminal-offence information is also subject to additional rules.

We do not seek this information routinely from website visitors or supporters. We may, however, need limited sensitive information for accessibility, safeguarding, programme delivery, due diligence, recruitment or the responsible use of stories and images. We only use it where we have both a lawful basis and an additional legal condition, and we apply enhanced access and security controls.

Information about children and programme participants

Our work supports children and communities. We design the collection and use of their information with particular care, collect only what is needed, use age-appropriate explanations where possible, and obtain consent or other appropriate authority where required. We do not use children's information for supporter marketing. Safeguarding and the dignity, safety and best interests of the child or participant take priority over communications or fundraising value.

3. How we collect information

We may collect information:

- directly from you, including through our website, forms, donations, events, email, post, telephone or meetings;
- from a person acting for you, an event organiser, fundraising platform, payment provider, payroll-giving provider or professional adviser;
- from African Revival country operations or delivery partners where information needs to be shared for a stated programme or organisational purpose;
- from public sources, such as Companies House, the Charity Commission, professional websites, news sources and social media; and
- automatically when you use our website or interact with our emails, subject to your cookie and marketing choices.

If we obtain your information from another source, we will provide privacy information within the period required by law, normally within one month or when we first contact you, unless an exception applies.

4. Why we use information and our lawful bases

We must have a lawful basis for each purpose. The table below summarises our main activities. More than one activity may apply to the same relationship, but we identify one appropriate lawful basis for each distinct purpose.

Purpose	Typical information	Lawful basis
Process donations, payments, Gift Aid and acknowledgements	Contact, transaction, Gift Aid and communication details	Contract or steps at your request; legal obligation; legitimate interests in administering and acknowledging support
Keep in touch about our work, appeals, events and ways to support us	Contact details, preferences, engagement and supporter history	Consent where required by PECR; or legitimate interests, including the charitable-purpose soft opt-in where its conditions are met
Respond to enquiries, requests, feedback and complaints	Contact details and correspondence	Legitimate interests in communicating and improving our work; contract where relevant; legal obligation for data-rights complaints

Purpose	Typical information	Lawful basis
Run events, volunteering, partnerships and programmes	Contact, participation, access, safeguarding and relationship information	Contract or steps at your request; legitimate interests; legal obligation; vital interests where necessary
Recruit staff, trustees and volunteers	Application, assessment, eligibility, reference and safeguarding information	Contract steps; legal obligation; legitimate interests in fair and safe recruitment
Research and manage supporter relationships	Public professional, philanthropic and engagement information	Legitimate interests in proportionate, respectful fundraising, supported by a documented assessment
Carry out due diligence, prevent fraud and protect people and funds	Identity, transaction, public-source, safeguarding and risk information	Legal obligation; legitimate interests; recognised legitimate interests where applicable
Operate, secure and improve our website and systems	Device, log, security, cookie and usage information	Legitimate interests for security and essential operation; consent for non-essential cookies or similar technologies
Create and use stories, photographs and film	Image, voice, story, programme and permission records	Consent where appropriate; legitimate interests in accountable communications where a careful assessment supports this; additional conditions for sensitive information
Meet governance, audit, insurance and legal requirements	Relevant supporter, financial, incident and governance records	Legal obligation; legitimate interests in governance and the establishment or defence of legal claims

Fundraising and marketing

We may contact you by post or telephone where our legitimate interests support this and the law permits. For email, text and similar electronic messages, we use consent unless another PECR route applies. Since 2026, charities may use the charitable-purpose soft opt-in where all legal conditions are met—for example, when details are collected as someone supports or expresses interest in the charity, the marketing is solely to further our charitable purposes, and a clear opt-out is offered both when details are collected and in every message.

You can change your preferences or object to direct marketing at any time by using the unsubscribe link in an email or contacting info@africanrevival.org. We will retain the minimum information needed on a suppression list so that we respect your choice.

Supporter research, profiling and due diligence

We may use information you give us, your history with African Revival and proportionate information from public sources to understand interests, tailor communications, identify people who may wish to support our work, and decide the appropriate level of engagement. For a small number of prospective or existing major supporters, we may consider professional roles, charitable interests, networks and publicly reported philanthropy or wealth. We do not make decisions that produce legal or similarly significant effects solely by automated means.

We also carry out proportionate due diligence before accepting certain gifts or entering significant relationships, including checks needed to protect African Revival, its beneficiaries, reputation and charitable assets. You may object to supporter profiling by contacting us.

5. Cookies and similar technologies

Our website uses cookies and similar technologies. Strictly necessary technologies support functions such as security, network management, remembering privacy choices and completing a requested donation or transaction. They may be used without consent, but we still explain them.

We will not place or access non-essential analytics, advertising, personalisation or embedded-media technologies until you have made an informed choice through our cookie banner or preference centre. You can reject non-essential technologies as easily as you accept them and can change your choice at any time using the 'Cookie settings' link. Our Cookie Notice and preference centre provide the current names, providers, purposes and lifetimes of the technologies used on the site.

6. Who we share information with

We share only what is necessary and do not sell or rent personal information. Recipients may include:

- African Revival staff, trustees, authorised volunteers, country operations and delivery partners who need the information for their work;
- suppliers acting for us, such as website hosting, IT, cloud storage, supporter database, communications, event, payment, Gift Aid, recruitment and professional-service providers;
- fundraising platforms, event organisers or partners where you choose to use their service or join a joint activity;
- banks, payment processors, auditors, insurers, legal and other professional advisers;
- HM Revenue & Customs, regulators, law-enforcement bodies, courts or other authorities where required or permitted by law; and
- another organisation in connection with a restructuring or transfer of an activity, subject to appropriate safeguards.

Where a supplier is our processor, it may use information only on our documented instructions, must keep it secure and must not use it for its own unrelated purposes. Some third-party platforms act as independent controllers and provide their own privacy notices.

7. International transfers

African Revival works across borders and some of our service providers operate internationally. Personal information may therefore be accessed or stored outside the UK, including in countries where we deliver programmes.

Where UK law does not recognise a destination as providing adequate protection, we use an approved safeguard where required—such as the UK International Data Transfer Agreement, the UK Addendum to the EU Standard Contractual Clauses, or another lawful mechanism—and assess whether additional technical or organisational measures are needed. In limited cases, a specific legal exception may apply. You may contact us for more information about the safeguards relevant to your information.

8. How long we keep information

We keep personal information only for as long as it is needed for the purpose collected, and to meet legal, accounting, safeguarding, audit, insurance or dispute requirements. Our retention schedule sets the detailed periods. Typical examples are:

- Gift Aid declarations and supporting records: normally six years after the end of the relevant accounting period, in line with HMRC requirements;
- financial and donation records: normally six years after the end of the relevant financial year, unless a longer period is justified;
- unsuccessful recruitment records: normally six months after the process ends, unless we agree otherwise or need them for a legal claim;
- marketing records: while you remain engaged or until you opt out, followed by a minimal suppression record;
- routine enquiries and event administration: for a limited period appropriate to the enquiry or event; and
- safeguarding, legacy, complaint and legal records: for the period set by the relevant legal, regulatory, insurance and organisational requirements.

When a retention period ends, we securely delete or anonymise the information unless there is a documented reason to keep it longer.

9. How we protect information

We use proportionate technical and organisational safeguards designed to prevent accidental or unlawful loss, alteration, disclosure, access or destruction. These include access controls, multi-factor authentication where appropriate, supported and updated systems, backups, encryption where

appropriate, staff training, supplier checks, incident procedures and data minimisation. No internet or storage system can be guaranteed completely secure, but we review risks and improve controls over time.

10. Your rights

Depending on the circumstances, you may have the right to:

- be informed about how we use your information;
- ask for access to your personal information;
- ask us to correct inaccurate or incomplete information;
- ask us to delete information;
- ask us to restrict how information is used;
- receive certain information in a portable format;
- object to processing based on legitimate interests and object at any time to direct marketing;
- withdraw consent at any time, without affecting earlier lawful use; and
- ask for human intervention in relation to certain solely automated decisions.

These rights are not absolute and exemptions may apply. We may ask for information to verify your identity and clarify your request. We normally respond without undue delay and within one month. We do not usually charge a fee, but the law permits one in limited circumstances.

11. Questions and complaints

To exercise a right, change your preferences, ask a question or complain about our use of personal information, contact:

Email: info@africanrevival.org
Post: Privacy, African Revival, Springfield, Rookery Hill, Ashtead, Surrey KT21 1HY

We will acknowledge a complaint about our processing of personal information within 30 days and take appropriate steps to respond without undue delay. Please contact us first so that we have an opportunity to resolve your concern.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK data-protection regulator. Current contact details and the online complaint service are available at ico.org.uk/make-a-complaint.

12. Other websites and services

Our website may link to websites, social-media services, fundraising platforms or embedded content operated by others. Those organisations may be independent controllers. Their privacy notices—not this one—explain how they use information when you use their services.

13. Changes to this notice

We review this notice regularly and update it when our activities, suppliers or the law change. We will post the current version on our website and update the review date above. If a change materially affects how we use information already held, we will take reasonable steps to bring it to the attention of the people affected and obtain consent where required.