

## **1. Who We Are**

Launchpad is Reading's leading homelessness prevention charity, providing vital information and support for individuals, couples and families who don't have a stable place to live or are at risk of losing their home.

Launchpad Reading is the Data Controller for the personal data that we hold. This means we are responsible for deciding how we use your personal data and ensuring it is handled lawfully. Personal Data means information that can reveal your identity such as your name, email, telephone number. Responsibility for data protection sits with the Chief Executive.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during our relationship with you.

This Privacy Notice explains how we collect, use, and protect your personal data.

## **2. Who This Privacy Notice Applies To**

This notice applies to:

- Clients and prospective clients
- Supporters, donors and volunteers
- Employees, applicants and trustees
- Visitors to our premises
- Contractors, partners and suppliers
- Users of our website

## **3. The Personal Data We Collect**

We may collect and process the following types of personal data:

### **Basic personal details**

- Name, address, telephone number, email address

### **Financial information**

- Payment details (processed securely via third-party providers)
- Bank details where required for payments

### **Client data (where applicable)**

- Housing circumstances
- Support needs



- Financial circumstances (e.g. benefits, income)
- Health and wellbeing information
- Information relating to safeguarding or risk
- Information relating to criminal convictions and offences

### **Employment and volunteering data**

- Recruitment and employment records
- DBS status (where required)
- Training, performance and absence records
- Health and safety information

### **Website and technical data**

- IP address, browser type, device information
- Usage data such as pages visited and interactions

### **CCTV**

- Images of individuals captured at our properties and offices

## **4. How We Collect Your Data**

We collect personal data:

- Directly from you (e.g. forms, conversations, applications)
- From partner organisations (e.g. local authorities)
- From third parties, where appropriate and permitted by law
- Through our website (including cookies)

## **5. How We Use Your Personal Data**

We use your information to:

- Provide accommodation, support and services
- Manage our relationship with you
- Process donations and financial transactions
- Recruit and manage staff and volunteers
- Safeguard individuals and manage risk
- Prevent and detect crime and anti-social behaviour
- Comply with legal and regulatory obligations
- Improve our services and website

## **6. Lawful Bases for Processing**

We will only use your personal data where permitted by law. This includes:



- **Contract** – where processing is necessary for a contract with you
- **Legal obligation** – where we must comply with the law
- **Legitimate interests** – where processing is necessary for our legitimate activities and does not override your rights
- **Consent** – where you have given clear permission

### **Recognised Legitimate Interests (DUAA)**

In certain circumstances, we may process your data under Recognised Legitimate Interests, including:

- Safeguarding vulnerable individuals
- Preventing or detecting crime
- Supporting public authorities in delivering services

In these cases, we will ensure that processing is necessary, proportionate and respects your rights.

### **Fundraising and Marketing Communications**

We may contact you about our work, fundraising activities and ways to support Launchpad. We will only do so where we have a lawful basis under UK data protection law and the Privacy and Electronic Communications Regulations (PECR).

Communications may include updates about our work, fundraising appeals, events, volunteering opportunities and other ways to support Launchpad.

### **Soft Opt-in**

Where permitted by law, we may rely on a soft opt-in to contact individuals who have previously engaged with Launchpad (e.g. making a donation, attending an event, making an enquiry).

In some cases, we may rely on legitimate interests to contact supporters where this is appropriate and does not override your rights. This may include information provided via fundraising platforms, event registrations or partner organisations.

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In these cases, we will ensure that communications are relevant to our work, any contact is reasonable and expected and that every message includes a simple way to unsubscribe.

### **Your Marketing Preferences**

You have the right to object to receiving marketing communications at any time.

You can opt out of fundraising or marketing communications at any time using unsubscribe links or by contacting us directly. Preferences will be respected and updated promptly.

## **7. Sharing Your Personal Data**

If you are a client or tenant, we may share your data with:

- Local authorities and statutory agencies
- Support partners and contracted service providers
- Professional advisers (e.g. legal, financial)
- IT and systems providers

We may share your data without consent where necessary to:

- Safeguard individuals
- Prevent or detect crime
- Fulfil legal or regulatory duties

We do not sell your personal data.

## **8. International Transfers**

If your data is transferred outside the UK, we will ensure that:

- Appropriate safeguards are in place
- The level of protection is not materially lower than UK standards

## **9. Data Retention**

We only keep personal data for as long as necessary to fulfil its purpose, including legal, regulatory, and contractual requirements.

For example:

- Client and financial records are typically retained for up to 7 years

Further detail on retention periods is set out in our Data Protection Policy.

## **10. Cookies and Website Data**

We use cookies to collect information about how visitors use our website. Where required, we will seek your consent before placing non-essential cookies.

This information is:

- Aggregated
- Used to improve website performance
- Not normally used to identify individuals directly

You can manage cookie preferences through your browser settings.

## **11. CCTV**

CCTV operates across our offices, properties and facilities for:

- Security and safety
- Crime prevention and detection

Footage may be shared with law enforcement where required and is retained for a limited period.

## **12. Your Rights**

You have the right to:

- Access your personal data
- Request correction or deletion
- Restrict or object to processing
- Request transfer of your data
- Withdraw consent (where applicable)

### **Subject Access Requests**

We will respond to requests based on a reasonable and proportionate search of our systems.

We may ask for clarification to help us identify the information requested.

### **Automated Decision Making**

Where applicable, you have the right to:

- Request human review
- Challenge decisions
- Express your views

## **13. Data Protection Complaints**

If you are concerned about how we use your personal data, you can complain directly to us.

We will:

- Investigate your complaint promptly
- Keep you informed
- Respond without undue delay

If you remain dissatisfied, you can complain to the Information Commissioner's Office (ICO): [www.ico.org.uk](http://www.ico.org.uk)

## **14. Information Security**



**Launchpad**

**Privacy Notice May 2026**

We take appropriate technical and organisational measures to protect your personal data, including:

- Secure systems and access controls
- Staff training and confidentiality requirements
- Data protection procedures and monitoring

### **15. Updates to This Privacy Notice**


We may update this Privacy Notice from time to time. The latest version will always be available on our website.

### **16. Contact Us**

If you have any questions or wish to exercise your rights, please contact us:

 [complaints@launchpadreading.org.uk](mailto:complaints@launchpadreading.org.uk)

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