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# Contact Consent Policy

## Audience

All employees, agency staff and volunteers – including temporary, fixed term, part time or full time (“Staff”) who communicate with MC supporters, including donors, event participants, volunteers, customers, fundraising groups and patrons.

## Summary

This policy shows the statements that must be included on communications to supporters to ensure we have valid consent to contact them for marketing purposes.

Staff can address queries to their respective line manager, Head of Department or Director.

Date of issue	Last revision date	Next planned revision
May 2009	April 2018	April 2020

## Version 4

## Supporting documents

- Information Security Policy (IT)
- Data Protection Policy

## 1. Objective

The aim of this policy is to set out the requirements for all staff to aid compliance to the General Data Protection Regulation, Privacy and Electronic Communications Regulations 2003 and the Code of Fundraising Practice.

To fulfil this aim Marie Curie has committed to the following objectives:

- To capture valid consent when communicating with an individual for the first time by email, SMS or telephone.
- To communicate with these individuals through the channels they have consented to and only where we have permission to.
- To ensure the correct Contact Consent Statement is applied to all relevant communications.

For the avoidance of doubt, communication by post is out of scope for this policy as we do not rely on consent for this form of communication.

## 2. Policy Statement and Definitions

## 2.1 What is Direct Marketing?

Direct marketing is any advertising or marketing material that is directed to particular individuals. As a charity, this includes any and all material that promotes the charity's aims and ideals – this includes newsletters. To contact supporters for Direct Marketing purposes by email, SMS or telephone, we must have their agreement, or **consent**.

## 2.2 What is Consent?

Consent is where an individual has indicated that they agree to their personal details being processed.

To obtain valid consent, we must clearly and unambiguously explain why we are collecting the individual's personal data and what we will use it for in future. The supporter can then choose whether or not to give permission to Marie Curie to contact them for marketing purposes in the future. The supporter must actively select to receive direct marketing communications through these channels.

This is also true of telephone communications where supporters have registered their number on the Telephone Preference Service (TPS) and why it is essential that numbers are checked against the Supporter database and the TPS prior to being contacted.

The supporter database must be kept up to date with supporter contact preferences and we must only contact them for marketing if they have given permission for us to do so and using a channel they have consented to. It is vital that the supporter database is checked before contacting any supporter.

## 2.3 What is a Service or Administrative Communication?

Supporters give us their data, in order to fulfil a service, such as taking part in an event, donating money or volunteering. Contacting them in order to fulfil this service is known as a **Service Communication**. It is fine to contact supporters for this reason when needed. It is important that marketing communications and service or administrative communications are kept separate.

## 2.4 What is Mandatory and Non-mandatory Data Collection?

Mandatory data collection is where supporters give **us** their data in order to enter into a contract or receive a product or service, where the contact details are needed for service or admin communications. Some examples could include: where they are registering for an event, where they are purchasing an item from the online catalogue, or they are applying to become a volunteer. The main reason for the data collection is not to receive direct marketing (fundraising); but legal, administrative or service communications.

Non-mandatory data collection is where supporters do not have to give us their data for any other reason. The only reason they would be giving us their details is to sign up for direct marketing (fundraising). For example, we would not need an email or mobile number for a donation, so if the supporter provides this information, they do so with the knowledge that they will be receiving fundraising communications.

### 3. Compliance – What do we need to do?

To aid compliance with these rules, Marie Curie has approved three Universal Consent Statements that must be used when Marie Curie collects individuals' personal data. Any deviations from these two statements must be agreed with the Company Secretary and General Counsel.

#### 3.1 Cold Statements

The Cold Statements are to be used on all cold recruitment/first contact communications, including online, offline and website entry points.

The Cold Statement is to be placed directly below the section where Marie Curie asks for the Supporter to provide their contact details. The statement must be in the same font size as the text that was used to ask for the supporter's details, with a minimum font size of 10.

There are two cold statements; one to be used for mandatory data collection, and one to be used for non-mandatory data collection.

#### 3.2 Approved Copy for the Cold Statements:

Please note that the bracketed text can be amended for a particular product, appeal or event (e.g We'd love to keep you updated with the difference your donation is making as well as share more ways you can help)

#### Non-mandatory consent collection:

##### Keeping in touch

Name: .....

Address: .....

Email (*optional*): .....

Telephone (*optional*): .....

Mobile for SMS (*optional*): .....

Join an incredible group of people who want to make a difference. To get updates on how your [donation/support] is helping and other ways to get involved, simply tell us how you'd like to hear from us. By giving us your details you agree to hear from us about other ways you can donate or fundraise for us.

We will write to you by post from time to time to let you know about our work, fundraising activities and ways to get involved. If you'd prefer not to hear from us by post, please tick here

To update your contact preferences, including how often you hear from us, email [supporter.relations@mariecurie.org.uk](mailto:supporter.relations@mariecurie.org.uk) or call 0800 716 146.

For more information about our Fundraising Promise or privacy policy, visit [mariecurie.org.uk/privacy](http://mariecurie.org.uk/privacy)

**Shorter version**

Name: .....

Address: .....

Email (optional): .....

Telephone (optional): .....

Mobile for SMS (optional): .....

To get updates about the difference your [donation/support] is making, and other ways to get involved, simply tell us how you'd like to hear from us. By giving us your details you agree to hear from us about other ways you can donate or fundraise for us.

We will write to you by post from time to time to let you know about our work, fundraising activities and ways to get involved. If you'd prefer not to hear from us by post, please tick here

To update your contact preferences, including how often you hear from us, email [supporter.relations@mariecurie.org.uk](mailto:supporter.relations@mariecurie.org.uk) or call 0800 716 146.

For more information about our Fundraising Promise or privacy policy, visit [mariecurie.org.uk/privacy](http://mariecurie.org.uk/privacy)

.....  
**Mandatory consent collection;**

**Keeping in touch**

\*Name: .....

\*Address: .....

\*Email: .....

\*Telephone: .....

\*Mobile: .....

\* we need these details to be completed as part of your [registration].

**Full version**

Supporters like you make the care Marie Curie provides possible – and we’d love to share more ways you can help. Just tell us how you’d like to hear from us:

- Yes, please keep me updated by phone
- Yes, please keep me updated by email
- Yes, please keep me updated by text

We will write to you by post from time to time to let you know about our work, fundraising activities and ways to get involved. If you’d prefer not to hear from us by post, please tick here

To update your contact preferences, including how often you hear from us, email [supporter.relations@mariecurie.org.uk](mailto:supporter.relations@mariecurie.org.uk) or call 0800 716 146.

For more information about our Fundraising Promise or privacy policy, visit [mariecurie.org.uk/privacy](http://mariecurie.org.uk/privacy)

**Shorter version**

- \*Name: .....
- \*Address: .....
- \*Email: .....
- \*Telephone: .....
- \*Mobile: .....

\* we need these details to be completed as part of your [registration].

Want to hear more about how you can support our work? Just tell us how you’d like to hear from us:

- Yes, please keep me updated by phone
- Yes, please keep me updated by email
- Yes, please keep me updated by text

We will write to you by post from time to time to let you know about our work, fundraising activities and ways to get involved. If you’d prefer not to hear from us by post, please tick here

To update your contact preferences, including how often you hear from us, email [supporter.relations@mariecurie.org.uk](mailto:supporter.relations@mariecurie.org.uk) or call 0800 716 146.

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### **3.2 Warm Statement:**

The Warm Statement is to be used on all fundraising communications to warm contacts (where we have already obtained consent) and existing supporter communications. This statement can also be used for cold or warm contact with Corporate Subscribers. This includes Thank-You communications. It is Marie Curie policy to also include the Warm Statement on all Service Communications, as defined above.

It is preferable for this statement to be placed at the end of the main letter but it can also be placed at the point where the supporter provides their details or on the donation form. The Warm Statement must also conform to the same size requirements as the Cold Statement.

### **Approved Copy for the Warm Statement:**

*If space is an issue, the bracketed text can be removed. It can also be amended for a particular appeal or event (e.g. you are receiving this information because you have signed up to take part in a Great Daffodil Appeal collection)*

[You are receiving this information because we believe you are interested in hearing about our work.] To update your contact preferences, including how often you hear from us, email [supporter.relations@mariecurie.org.uk](mailto:supporter.relations@mariecurie.org.uk) or call 0800 716 146. For more information about our Fundraising Promise or privacy policy, visit [mariecurie.org.uk/privacy](http://mariecurie.org.uk/privacy)

### **3.3 Further Information**

If you would like any help to clarify any of the above, please contact legal.

## **4. Responsibility**

It is the responsibility of all members of staff to adhere to this policy and requirements.

## **5. Governance**

### **5.1 Consultation**

Director of Fundraising  
General Counsel and Company Secretary  
SIRO

## **6. Document history**

This replaces the previous version of this document, dated September 2016

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