Charitable Incorporated Organisation Name: SMILEZ (1187799)
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1. Introduction
SMILEZ and all the people it serves across the globe rely on the generosity and support of our donors and well-wishers. We are committed to being transparent about why we request your personal information and how we use it, so that we can carry out our mission of bringing smiles to children, families, and communities worldwide.

This Privacy Policy explains how we collect, use, store, and share your personal information and your rights under UK GDPR and the Data Protection Act 2018, as updated by the Data (Use and Access) Act 2025.

2. Data We Collect
SMILEZ may collect personal data including, but not limited to:

- Name, address, telephone number, and email address
- Gift Aid information for donors
- Financial information (such as payment or donation details)
- Any other information you provide voluntarily, such as interests or communication preferences

3. How We Use Your Data
We use your personal data for purposes including:

- Processing donations and Gift Aid claims
- Sending updates, newsletters, and communications about SMILEZ's work
- Administering events, volunteering, or participation in activities
- Complying with legal obligations, including reporting to HM Revenue & Customs
- Safeguarding, monitoring, and evaluating the impact of our charitable activities
- Improving our services and maintaining accurate records
- We never sell or trade your personal information to third parties.

4. Lawful Basis for Processing
SMILEZ processes your personal information in accordance with UK GDPR principles, under the following lawful bases:
Consent: When you have given explicit permission for us to process your personal data (e.g., signing up for newsletters)
Legal obligation: Where processing is required by law, such as Gift Aid claims to HMRC
Legitimate interests: For activities necessary to deliver our mission, such as fundraising, safeguarding, or service delivery, provided this does not override your rights

5. Data Retention
We will only keep your personal data for as long as necessary to fulfil the purpose for which it was collected, or to comply with legal requirements.

- Gift Aid records: retained as required by HMRC
- Donor communications: retained until you unsubscribe or request deletion

- Volunteer or beneficiary records: retained according to our internal safeguarding and operational needs

All data that is no longer required will be securely deleted or destroyed.

6. Your Rights

Under UK GDPR, you have the following rights:
Access your personal data and request a copy (Subject Access Request)
Correct inaccurate or incomplete data
Request erasure of your data ("Right to be Forgotten")
Object to or restrict processing
Withdraw consent at any time
Request data portability where applicable
To exercise any of these rights, please contact: info@smilez.org.uk

7. Security

We take the security of your personal information seriously. Measures include:

- Restricted access to personal data to those who need it
- Secure electronic storage and encrypted communications where applicable
- Regular monitoring, backups, and staff training on data protection
- Secure disposal of paper records and deletion of electronic files

8. Updates to This Policy

SMILEZ may update this Privacy Policy to reflect changes in law, guidance, or our practices.

9. Contact Us

If you have questions or concerns about how SMILEZ handles your personal information:
Email: info@smilez.org.uk