Dementia Research UK

Privacy Policy

Our contact details

Name: Dementia Research UK

Address: 207 Regent Street, London W1B 3HH

Phone Number: 0845 475 8202

Registered Charity No.1154143 in England and Wales, in Scotland Charity No.SC045615

E-mail: admin@demruk.org

Website: www.demruk.org

Date of privacy notice: 5 August 2025

Like all organisations that collect and hold personal data, Dementia Research UK (DEMRUK) is subject to data protection legislation. Since 25 May 2018 this has required our compliance with the General Data Protection Regulation (GDPR).

Your privacy is very important to us. At DEMRUK we have a few fundamental principles that we follow:

- We do not ask you for personal information unless we truly need it.
- We do not share your personal information with anyone except to comply with the law, develop our services, or protect our rights.

- We do not store personal information on our servers unless required for the ongoing operation of our site.

The Board of Trustees is the Data Controller for the charity.

Siteground is the company that hosts our website. It uses security and privacy procedures, including encryption, to protect uploaded data from unauthorised access. Find out more about Siteground here: www.siteground.co.uk.

We keep our Privacy Policy under constant review and we may amend it occasionally. We advise that you check this section of our website from time to time to keep updated of any changes.

The type of personal information we collect

We currently collect and process the following personal information:

- Your full name and date of birth
- Your contact information including full postal address, telephone number and/or mobile number(s), and email address(es)
- Financial information you give us when you make a donation or a payment, eg credit card or debit card details, or your bank account information when setting up a regular gift via direct debit
- Details of whether or not you are a taxpayer, in order that we can claim Gift Aid on any donation you make
- Information we get from your use of our website and your interaction with our online content. We will be able to access information about the browser, IP address, device and operating system you use (see 'Cookie Policy' for more details)
- Information you provide to us about your interests and contact preferences
- Information you provide to us via our website 'Contact us' page
- Any comments you might make on our website Blog posts
- Information you post on our social media

- Your social media IDs or usernames
- Information you provide when signing up for our eNewsletter.

We do not collect any ‘special category’ data, eg relating to your ethnic origin, religion, political opinions or health. An exception might be where you choose to share your experiences relating to dementia directly with us. In the event that you choose to share information of this kind with us, we would only use it in the manner as formally agreed direct with you.

How we get your personal information and why we have it

The personal information we process is provided to us either directly by you, or indirectly through your use of our website and online content.

We use your personal information for the following reasons:

- To process donations we receive from you
- To provide you with information that you have requested
- To provide you with information about our work and activities, where you have given us permission to contact you for such purposes
- To process and deliver orders from our online shop and implement any necessary follow-up
- To provide you with our e-Newsletter, where you have signed up to request it
- To enable us to respond to any complaint you may made
- To carry out fundraising activities
- For administrative purposes and internal record keeping
- To invite you to complete a survey or join a research project
- To record and analyse usage of our website
- To enable us to improve our website and our online content
- To predict how relevant a fundraising campaign is likely to be to you
- Where we are required by law to collect and hold your information
- For other purposes as you may agree to from time to time.

We also receive personal information from the following sources, and we use it for the following reasons.

- From third parties you select to use to donate to us, such as in-memory websites, shopping websites, or other online donation services. In these cases the third party will specify the information that they will pass to us, such as your name and contact information, details of the donation and Gift Aid where appropriate and, in the case of in-memory donations, the name of the person on whose behalf the donation is being made. This information enables us to identify you as the donor and to contact you to thank you for your gift, where you have granted us permission to do so. For a full list of the third parties we use in this respect, please email us at admin@demruk.org.
- From our central telephone service, who answer incoming calls to our 0845 475 8202 telephone number and submit your enquiries to our admin team, including your contact information where you provide it to them for that purpose.
- From the Charities Aid Foundation (CAF) online donation service, where you use our website 'Donate' page to make a donation to us or to set up a direct debit to make recurring donations. Personal information is collected from you when you use this service to:
    - enable your donations to be submitted to us via the CAF service
    - enable CAF to send an email to you to acknowledge receipt of your donation
    - enable CAF to process Gift Aid if that has been added to your donation
    - allow DEMRUK to view the details of your donation and contact you to thank you for your support, where you have granted permission for us to do so.

Further information about the CAF online service can be found here: www.cafonline.org.

Debit card and credit card information

If you make a donation via the ‘Donate’ page on our website, your debit or credit card details will be processed by the Charities Aid Foundation online donation service, as set out above.

If you make a purchase on our online store, your debit or credit card details will be processed by Stripe, a payment services provider (https://stripe.com/gb).

If you contact us by telephone to make a donation using your credit card or debit card, we will ensure that only those members of the DEMRUK team who are authorised to process your payment will see your card details. We operate under Payment Card Industry (PCI) Data Security Standards when handling your card details (www.pcisecuritystandards.org/standards). All card details you provide to us for this purpose will be destroyed once the donation has been processed.

Disclosing your personal information

We do not sell, rent or otherwise share your information with third parties for marketing purposes, nor do we transfer any of your personal information outside of the UK.

There are however circumstances in which we need to disclose your information:

- to organisations which support our operation and help us to deliver our projects, fundraising activities and appeals. We take all reasonable care to ensure that they have suitable measures in place to keep your data secure.
- where we have a legal obligation to disclose your information, eg where required to do so by government bodies.

Legal basis for processing

Under the UK General Data Protection Regulation (UK GDPR), we are obliged to set out the lawful bases on which we collect and process your personal information as we have described in this Privacy Policy. One or more of the grounds set out below may be relevant, depending on how we use your data.

Consent

Where you have indicated that you are interested in, and wish to be kept informed of, the activities of the charity, we will need to use your personal information in order to provide the relevant information to you. You are able to remove your consent at any time. You can do this by contacting us directly (see our contact details on page 1).

Contractual obligation

Where you have purchased goods from our online shop, we will need to use your personal information to process your order, take payment for the goods and deliver the goods to you, to ensure we can fulfil our contractual obligations to you.

Legal obligation

Where we have a legal obligation to collect, process and disclose personal information to a third party, for example where we have to hold donation details for tax or Gift Aid purposes.

Legitimate interest

Where we believe it is in the legitimate interests of you or of DEMRUK to process your information as described in this Privacy Policy, bearing in mind your rights under data protection legislation. Examples of such processing include sending fundraising materials, providing information about dementia, carrying out research into your interests and requirements, and monitoring responses to our fundraising activities to help us ensure we are producing relevant and effective materials.

How we store your personal information

Your information is securely stored. We keep your personal information only for as long as we need to use it for the purposes set out in this Privacy Policy. Personal data shall not be retained for longer than:

- In the case of data held by consent: the period for which you consented to DEMRUK holding your data
- In the case of data held by contractual obligation: the period necessary for DEMRUK to fulfil its obligations under that contract
- in the case of data held by legitimate interest: the period for which that legitimate interest applies
- in the case of data held by legal obligation: the period for which the DEMRUK is legally obliged to retain those data.

We will regularly – not less than every 6 months – review the personal data which we hold and remove any data where retention is no longer justified. Such removal shall be made as soon as is reasonably practical, and in any case no longer than 20 working days after retention of the data was identified as no longer justified. We may retain some personal information for research purposes but we will make sure that all necessary data protection law is compiled with whenever we do so.

Your data protection rights

Under data protection law, you have rights as follows.

Your right to be informed – you have the right to be informed how your personal information will be used.

Your right of access - You have the right to write to ask what personal information we hold about you and to ask for a copy of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete personal information you think is incomplete.

Your right of erasure (also known as the 'right to be forgotten') - You have the right to ask us to erase your personal information in certain circumstances, which we will do as long as we do not have a legitimate reason for keeping it, for example if we have a legal obligation to do so.

Your right to restriction of processing – Where there is a dispute between us regarding the accuracy, validity or legality of your personal information, you have the right to ask us to restrict the processing of

your personal information for a reasonable period of time to allow the dispute to be resolved.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

To exercise any of the above rights, please provide a description of the relevant personal information to the Office of the Data Controller at our address on page 1 of this Privacy Policy.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

It is your right to decide whether or not you want to receive information from us about the work we do and how you can get involved. If you do not want us to continue to contact you, you can get in touch with us via post, email or telephone, using the contact details on page 1 of this Policy.

If you tell us that you do not wish to be contacted by us for marketing purposes, we will retain your details on a 'do not contact' list. However, we may still need to contact you if you carry on dealing with us in certain respects, eg to process any donation you make, to deal with issues in relation to any contract we have with you, or to respond to any enquiry or complaint you may make.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at the Office of the Data Controller, Dementia Research UK, 207 Regent Street, London W1B 3HH.

You can also complain to the ICO if you are unhappy with how we have used your data. The ICO's address is:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow

Cheshire
SK9 5AF

ICO helpline number: 0303 123 1113

ICO website: https://www.ico.org.uk