

Legitimate Interest Policy

Under data protection laws there are several lawful reasons where we can use (or 'process') your personal information. One of the lawful reasons is called 'legitimate interests'.

In simple terms 'legitimate interests' means that we can process your personal information if we have a genuine and legitimate reason **and** we are not harming any of your rights and interests.

When you share your personal information with us, we may use your information for our legitimate business interests to carry out our work – to find a cure for Parkinson's. For example, we may use this approach to prevent fraud, for direct marketing via methods where consent is not required, and for data analysis to understand the effectiveness of our campaigns and fundraising.

Before doing this, we will carefully consider and balance any potential impact on you and your rights.

Here are some examples of why and when we would use this approach in our work.

Direct marketing

We may contact you by post and telephone (unless you are registered with the Telephone Preference Service) with marketing and fundraising asks which further the aims and objectives of the charity. We will always aim to ensure our communications are relevant to you, and tailored to your interests.

Ordering & donating online

In order for us to process an order or donation, payment has to be taken and contact information collected, such as name, delivery address and telephone number, provided. We may use your data to analyse trends among our supporters and the people who buy products from us.

Personalisation and analytics

Where the processing enables us to enhance or modify our services or communications for the benefit of our supporters. This is on a personalised or tailored letter, or other form of communication.

Research and screening

It is vital that we determine the effectiveness of our promotional campaigns so that we can best develop our products, services, systems, and relationships with you.

For that reason, we may analyse the information you have provided us along with further information about you that we have obtained from public sources. In some

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instances, we may make use of additional factors such as demographic information and measures of wealth to help us better understand the persona of our supporters and potential supporters.

We do this to help us understand why people are motivated to support Cure Parkinson's, and to help us create a fuller and better picture of our supporters. This ensures we are communicating with our supporters effectively and appropriately, and enables us to reach out to individuals who may wish to give additional support with a further monetary gift or volunteer their time and or services.

Sometimes it is necessary to involve a third party to help us do this. When we do this, it is because the third party has specialist tools, skills, and expertise to undertake this research. Any work of this type will be undertaken under a contract which covers all relevant data protection regulations. We will provide the minimum level of data required and ensure the third party has appropriate internal controls on the handling, use, storage, and destruction of data we provide.

Due diligence

We may need to conduct investigations on supporters, potential customers, and business partners to determine if those companies and individuals have been involved in or convicted of offences such as fraud, bribery and corruption.

Your interests

When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests – we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

We will also hold information about you so that we can respect your preferences for being contacted by us.

You can change the way you hear from us or withdraw your permission for us to process your personal details at any time. You can find our contact details on the homepage of our website.

Cure Parkinson's is the operating name of The Cure Parkinson's Trust. The Cure Parkinson's Trust is a registered charity in England and Wales (1111816) and Scotland (SCO44368) and is a company limited by guarantee – company number 5539974 (England and Wales).

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