



Coram Potential Plus Family Membership Privacy Notice

This privacy notice sets out how we collect, use and store personal information shared with us when you join as a member of Coram Potential Plus. When sharing personal data with Coram Potential Plus, you can be sure that:

- only the information that we need to be able to support you is collected
- information is collected and held securely, so your information is safe and secure
- your data is used to make your experience with us personalised, supportive and efficient
- you can review and update the information we hold about you at any time
- your preferences can be changed at any time, so you have full control over which communications you receive from us.

Coram Potential Plus is committed to meeting and complying with all its obligations under the Data Protection Act 2018, UK General Data Protection Regulations and the Data (Use and Access) Act 2025 and is registered with the Information Commissioner's Office for that purpose.

Coram's Data Protection Officer (DPO) is Christine Kelly. If you have any questions, concerns or complaints about this Privacy Notice or the processing of your personal data, please contact Coram Potential Plus in the first instance by email at amazing.children@potentialplusuk.org or the Coram DPO by email at dataprotection@coram.org.uk or by writing to: Data Protection Officer, Coram, 41 Brunswick Square, London, WC1N 1AZ.

What types of personal information do we collect?

If you contact us to enquire about becoming a member, we may initially collect:

- Parent name
- Contact details for communication

When you register as a member of Coram Potential Plus we collect:

- Parent's full name so that we can create the profile **(mandatory field)**
- Child's name and date of birth so that we can tailor communication to you **(mandatory field)**
- Equalities information including gender, ethnic group, occupation, education, whether your child receives free school meals **(mandatory fields but option**

to decline/prefer not to say) – we use this information anonymously to monitor and improve our reach.

How and why we use your personal information

Most of the information we collect is provided to us directly by you so that we can provide you with the service you have commissioned from us to provide you with your membership benefits. If you choose not to share personal information with Coram Potential Plus, we may not be able to assist you or provide you with a service.

The information you provide when registering as a member allows us to:

- Create your member profile
- Send you communications related to your membership (depending on what you opt to receive from us)

Our lawful basis for processing your information

Coram Potential Plus collects and processes personal data related to membership in order to perform a contract, or when taking steps to enter into a contract with you to deliver your membership benefits.

When you become a member, you may also provide your consent for us to use your data for our business purposes to send you information about community events, new services, fundraising campaigns and impact evaluations. You can withdraw your consent at any time by logging into your member account <https://community.potentialplusuk.org/>.

There are also legal obligations under data protection laws around processing *special categories of personal data*. We process this type of data (including information related to ethnic origin, religious beliefs and data concerning health). We process this information with your explicit consent.

Who we share your information with

Coram Potential Plus are the data controller for the personal information we collect. We sometimes however need to share your data with third-party processors who help us to provide our services. We oblige these third parties to protect your information with appropriate security measures and prohibit them from using your information for their own purposes or from disclosing your information to others.

These third parties include:

- Outsourced digital membership platform (e.g. YourMembership)
- Outsourced website support (e.g. Fifteen)
- Xero accounting programme



- Payment providers and banks, who allow us to receive and process funds (e.g. PayPal, PaySafe, Stripe)
- Other contacts you have nominated and authorised for us to speak to about your membership and any related matters

We will never share your personal data with other companies or organisations for their own marketing or promotional purposes.

We may also be required to share information in certain instances to comply with legal obligations, such as safeguarding a child which may require sharing information with relevant authorities.

Your rights

Under data protection laws, you have a right to request a copy of some, or all of the personal information Coram holds about you. You also have a right to correct inaccurate data, and, in some circumstances, may have a right to request erasure of data, data transfer (or “data portability”), and to object to or restrict processing. To find out more about your rights, to exercise any of your rights, or if you have any questions or concerns about data protection at Coram, email dataprotection@coram.org.uk or write to the Managing Director of HR & Compliance, 41 Brunswick Square, London WC1N 1AZ.

How long we will keep your information for

For records related to Coram Potential Plus Membership:

Personal details of current members (contact info, preferences, membership status, etc.)	Retain while membership is active + 6 years after expiry
Purchase history (e.g., products, services)	6 years from date of transaction or while membership is active + 6 years after expiry- whichever is longer
Contact preferences / consent logs	Duration of consent + 6 years
Member Register	10 years after member expiry

In line with data protection laws, Coram Potential Plus will not retain your information for any longer than is necessary. For a detailed view of what information we hold, for



how long, and the justifications for the retention period, you can view our [Retention Schedule here](#).

How we will store your information and keep it secure

We only use systems which are proven to be resilient, and which will handle your personal data with confidentiality and integrity. We use encryption and authentication tools to keep your data safe and secure. You can also be sure that your personal data is protected behind secured networks and only accessible by authorised people, who are viewing or updating your information according to agreed procedures.

Complaints

Coram Potential Plus tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously and encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. You have the right to complain at any time to Coram's Data Protection Officer:

- By email: dataprotection@coram.org.uk
- Or write to us at: Data Protection Officer, Coram, Coram Community Campus, 41 Brunswick Square, London, WC1N 1AZ

In the event of a conflict concerning the processing of your personal data, you have the right to lodge a complaint with the supervisory authority in the UK:

Information Commissioner's Office

0303 123 1113

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5A

www.ico.org.uk