



---

**PRIVACY NOTICE**

OF

**ASIA FOR ANIMALS COALITION**

Last edited	August 29, 2023
Status	Approved
Approved by	AfA Board
Signature	Dave Neale - Board Chair <i>D Neale</i>



---

Here at The Asia for Animals (AfA) Coalition, we care about your privacy. Using our websites or applications after that date will indicate your agreement to be bound by the new Privacy Notice.

In this revision of our Privacy Notice, you will find more detailed information about:

- the Personal Data we collect if you choose to provide it;
- the information gathered by our Site;
- how your Personal Data is used by the AfA Coalition;
- how to opt in and opt out of communications from the AfA Coalition; and
- when your Personal Data may be shared.

## Privacy Notice

The Asia for Animals Coalition (“Asia for Animals Coalition”, “AfA”, “we”, or “us”) is committed to protecting the privacy of our supporters and the Personal Data provided to or collected by us. This Privacy Notice explains the way we collect information from you, how it is used, and with whom it may be shared. It also identifies the security procedures in place to protect your Personal Data and what choices are available to you regarding the use of your data. For purposes of this Privacy Notice, “Personal Data” shall mean any information that can be used to identify an individual.

We are committed to using your personal information in accordance with our responsibilities. We are required to provide you with the information in this Privacy Notice under applicable law which includes but not exclusive to the following laws:

UK General Data Protection Regulation (‘UK GDPR’) and the Data Protection Act 2018 (‘DPA’) referred to as the ‘data protection legislation’

the Privacy and Electronic Communications Regulation (2003)

This Privacy Notice applies to the AfA website <https://www.asiaforanimals.com/> and to all associated subdomains, online services, and applications. Each time you use our Site, the current version of this Privacy Notice will apply. Accordingly, whenever you use our Site, you should check the date of this Privacy Notice (which appears at the top) and review any changes since the last version. This Privacy Notice applies to all Site visitors and users.

If you have any concerns that aren’t addressed in this Privacy Notice, please reach out to us by emailing [coordinator@asiaforanimals.com](mailto:coordinator@asiaforanimals.com)



---

## Information we collect

We may collect the following types of information:

- Personal Data, such as your name, home address, pronouns, and email address ; and
- Non-personal, aggregate information, such as information regarding the pages you have visited and your IP address.

### How we collect Information

If you choose to provide it, we collect Personal Data when you complete an online form (such as our contact page, subscribing to receive information from us, joining our network, donating, or registering for an event), sign up to be a volunteer or apply for a job. This Personal Data may include your name, phone number, email address, mailing address, financial information or social media URLs. We may also manually collect Personal Data, such as Personal Data obtained during an in-person meeting.

We may also use third party sources and websites such as RocketReach and LinkedIn to collect corporate information, such as names and business email addresses.

### How Your Information Is Used

In addition to the tailoring of web content described above, AfA may collect your personal information for a number of purposes, including:

1. Volunteering and other support: to enable you to assist us with volunteering, community fundraising, advocacy and other activities where we seek the community's assistance, we need to communicate to you about the work we do so you are able to pass this information to the public about how they too could get involved with AfA.
2. Marketing and fundraising: to send you information about donations - including how to Gift Aid these, campaigns and events such as processing fees, administering the events and filming and/ or taking photos to use in future fundraising materials.
3. Email & SMS marketing: AfA asks for consent to send you marketing information by email or text message. This means you'll only hear about the work we do via these two communication channels if you indicated we can contact you in this way. Some types of communication are petitions, quarterly newsletters, rescue missions or information about events.
4. Postal & Telephone marketing: AfA will rely on the Legitimate Interest lawful basis to send you marketing information by post at the address you have provided us, or by calling you



---

on the telephone number you have provided. This means that we will send you post or call you until you tell us you no longer want to receive communication via these channels. Some types of mailings you'll receive from us are our quarterly appeals, quarterly newsletters, annual review, shop catalogs, surveys, Gift Aid requests. The types of telephone calls you'll receive from us are campaigns to encourage regular donations or to see whether you have capacity to increase the regular donations you give us. We may from time to time call you to find out your views on AfA and whether we can do any better. If you would like to stop receiving marketing and fundraising communications by any of the above channels do get in touch at [coordinator@asiaforanimals.com](mailto:coordinator@asiaforanimals.com).

5. Legacies: we will record that we've been told a supporter is leaving a legacy and will administer the pledge accordingly.
6. Retail (online or physical): for fulfillment of products such as the merchandise purchased and services.
7. Research: to conduct and/or fund research into AfA programs and services or research into supporter attitudes.
8. Analysis, targeting and segmentation: to allow us to gain a deeper insight into our supporters so we are able to send marketing which is tailored and relevant. The information used could be your preferences, interests, and capacity to give financially in order to establish whether any of our supporters has the potential to give for the first time or to give more. This may be by desk research, profiling and screening techniques to analyze your personal information so we can build a profile to contact you with relevant information, to be prepared when we meet you, or to help us find other people like you who might like to show their support. In certain instances, we may add publicly available information to our analysis - for example addresses, information from Companies House or Charity Commission Registers, newspaper and web articles, social media posts, or typical earnings in an industry. This helps to give us a fuller picture of who supports AfA and whether it is appropriate to make an approach for increased giving, or to work out whether it would be appropriate to ask someone to consider leaving us a legacy. This helps us to make appropriate and relevant approaches and target our resources more effectively. AfA may also use geo-demographic information and measures of affluence to tailor asks accordingly. We may on occasion use third party suppliers (some examples are: Factory, or Prospecting for Gold or Wealth-X or Experian Mosaic) to provide us with the aforementioned profiling information and we would only provide them with the elements of data we hold about you to make this task possible.
9. Email tracking: We also carry out email tracking such as when an email has been opened or when links were clicked on. This allows us to measure whether our email communications are successful and to tailor future emails accordingly.



- 
10. Recruitment: we will manage and process your job application, including storing your data securely during the application process, while employed, and for a time after termination of employment.
  11. Membership: we will use your data to manage membership to AfA.
  12. Other issues: communicating with you in relation to our operations, activities and objectives, to verify your identity, to improve and evaluate our programs and services and to comply with relevant laws.

AfA is a member-led organization. Information may, when necessary, be shared with some of our members organizations and affiliated organizations, for example in the case of appeal letters.

### **Opting In and Opting Out of AfA Communications**

You may opt in to receiving emails from AfA via emailing [info@asiaforanimals.com](mailto:info@asiaforanimals.com), via our online and offline forms, or via our email providers such as Mailchimp or Sender. Emails sent from AfA may include campaign or working group updates, action alerts, fundraising opportunities, rescues, appeals, and other ways to help animals.

### **Who does AfA disclose your personal information to?**

#### **AfA's Suppliers**

We may share personal data with service providers who perform functions and services on our behalf. Such third parties will be provided with personal data necessary to perform the services on our behalf but are not authorized to use such information for any other purposes. We will have the relevant processing agreements in place to adhere to legal requirements. These third parties are but not only exclusive to, as needs and new technologies are identified other services may be acquired and information only shared as necessary : Airtable, Google, Slack, Sender, Wix, Doodle, Zoom.

#### **Funding Partners**

If your organization submits information for the purposes of applying for a grant or membership through the AfA, we may share your information with third-party coalition and funding partners.

#### **Facebook and other social media sites**

We may use your email address and telephone number to link to Facebook or other social media sites in order to identify other users of these sites whom we believe would be interested in AfA, and we may then show them AfA content. We only do this where you have given your consent to



---

receive marketing emails, or have not opted out of receiving telephone calls, and we keep your data secure by encrypting it. No data we hold about you is retained by the third party.

There are two ways to prevent this use of your data, you can either update your preferences at AfA by opting out of email and telephone marketing or you can do this via the social media site:

Facebook: <https://www.facebook.com/help/568137493302217>

LinkedIn: <https://www.linkedin.com/help/linkedin/answer/62931>

Twitter: <https://business.twitter.com/en/help/troubleshooting/how-twitter-ads-work.html>

Updating your preferences with AfA will not guarantee that you never see AfA content on social media, since the social media site may select you based on other criteria and without your data having been provided by AfA.

### **Where legally required**

We may share or disclose your personal information if we are required to do so by any law or court order (for example to government bodies, statutory bodies, or law enforcement agencies for tax purposes, where it is in the public interest, or the prevention and detection of crime, subject to appropriate protection in law).

### **Information Security and Storage**

We take the security of your Personal Data very seriously and utilize industry-standard security systems, software, and encryption technologies when transferring and storing Personal Data.

### **Transfer of Personal Data and International Users**

AfA may transfer your personal data outside the European Economic Area. If it does so, this may occur under the protections of the European Commission's standard contractual clauses but will otherwise only take place where appropriate standards and safeguards are in place. By using our Site, you consent to any transfer of this Personal Data.



---

### How Long We Keep Your Personal Data

We keep your Personal Data, in a form which permits us to identify you, for no longer than is necessary for the purposes described in this Privacy Notice. Retention periods can vary significantly based on the type of Personal Data and how it is used. Our retention periods are based on criteria that include legally mandated retention periods, pending or potential litigation, our intellectual property or ownership rights, contract requirements, operational directives or needs, and historical archiving. When we no longer need to use your Personal Data and there is no need for us to keep it to comply with our legal or regulatory obligations, resolve disputes, and enforce our agreements, we will either remove it from our systems or depersonalize it so that it can't identify you.

### Third-Party Websites

You may be able to access third-party websites directly from AfA's Site(s). This Privacy Notice does not apply when you leave AfA's Sites in order to access third-party websites. We cannot control how third parties may use Personal Data you disclose to them, so you should carefully review the Privacy Notice of any third-party website you visit before using it or disclosing your Personal Data to its provider.

### Your Rights

- If you wish to access, correct, update, or request deletion of your Personal Data, you can do so at any time by emailing us at [info@asiaforanimals.com](mailto:info@asiaforanimals.com).
- In addition, you can object to the processing of your Personal Data or ask us to restrict processing of your Personal Data. Again, you can exercise these rights by emailing us at [info@asiaforanimals.com](mailto:info@asiaforanimals.com).
- You have the right to opt-out of email communications we send you at any time. You can exercise this right by informing our coordinators or by clicking on the "unsubscribe" or "opt-out" link in the emails we send you via a third party service such as Mailchimp or Sender.
- Similarly, if we have collected and processed your Personal Data with your consent, you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your Personal Data conducted in reliance on lawful processing grounds other than consent.



---

### **Updates**

If you would like to update any of the Personal Data we have on file for you, including your contact preferences, please contact us at [info@asiaforanimals.com](mailto:info@asiaforanimals.com) to let us know and we will make those changes for you.

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws. However, we reserve the right to keep any Personal Data in our archives that we deem necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

### **If we have updates for you:**

If we make changes to our Privacy Notice, we will post those changes on our Privacy Notice page on our website so you will always be aware of what information we collect, how we use it, and under what circumstances we disclose it. If at any point we decide to use Personal Data in a manner that is materially different from that stated at the time it was collected, we will notify you via email. You will then have a choice as to whether or not we may use your Personal Data in this manner. If you do not request deletion of your data from AfA after receiving notice of the changes, you will be deemed to have consented to these changes in the use of your Personal Data.