

Chell Perkins Ltd Customer Privacy Notice

This privacy notice tells you what you can expect us to do with your personal information. The notice includes the following information:

- Our contact details
- What information we collect, use, and why
- Lawful bases and data protection rights
- Where we get personal information from
- How long we keep information
- How to complain

Our contact details

Postal address:

Chell Perkins Ltd, PO Box 798, Wigan, Lancashire, WN1 9WA, GB

Telephone:

01942 466 254

Email:

hello@chellperkins.com

Terminology:

In this policy, 'we', 'us' or 'our' means Chell Perkins Ltd, a limited company registered in England, number 11002158, with registered address Levine House, 233 Wigan Road, Ashton in Makerfield, Wigan, WN4 9SL.

What information we collect, use, and why

We collect or use the following information to provide services and goods, including delivery and third party referrals:

- Names and contact details
- Addresses
- Records of meetings, communications and decisions
- Information about income and financial needs for funding or personal budget support
- Information relating to compliments or complaints
- Images

We collect or use the following information to organise fundraising activities:

- Names and contact details
- Addresses
- Information about income and financial needs for funding or personal budget support
- Names, contact details, and donation information about financial supporters and mailing list subscribers of the client

We collect or use the following personal information for service updates or marketing purposes:

- Names and contact details
- Marketing preferences
- Records of consent, where appropriate

We collect or use the following personal information to comply with legal requirements:

- Name
- Contact information

We collect or use the following personal information for recruitment purposes:

- Contact details (e.g. name, address, telephone number or personal email address)
- Date of birth
- National Insurance number
- Copies of passports or other photo ID
- Employment history (e.g. job application, employment references or secondary employment)
- Education history (e.g. qualifications)
- Right to work information

We collect or use the following personal information for dealing with queries, complaints or claims:

- Names and contact details
- Correspondence

We collect or use the following personal information for undertaking research to help non-profit clients in their fundraising. This research is used to help our clients understand and build relationships with individuals, companies, grantmaking organisations or other potential funders:

- Names and contact details
- Occupation
- Estimated wealth band
- Indicators of philanthropic, business and social interests

To ensure the efficient administration of our business operations, we engage freelance virtual assistants who provide support with:

- Administering our recruitment processes
- Issuing invoices to clients
- Responding to new contacts via our website
- Proofreading and printing grant applications on behalf of our charity clients

These virtual assistants may have access to certain personal information in the course of their work, including but not limited to:

- Names and contact details,
- Correspondence and application materials,
- Financial transaction details for invoicing, and
- Other relevant data necessary for administrative tasks.

We ensure that all freelance virtual assistants operate under strict confidentiality agreements and adhere to our data protection policies.

When you visit this website

Like many organisations, we automatically collect the following information from visitors to our website:

- [Technical information](#), including the type of device you're using, the IP address, browser and operating system being used to connect your computer to the internet. This information may be used to improve the services we offer.
- [Information about your visit to our website](#), for example about which pages you visit and how you navigate the website, e.g. length of visits to certain pages, products and services you viewed and searched for, referral sources (i.e. how you arrived at our website).
- [We collect and use your personal information by](#) using cookies on our website.

Social media

When you interact with us on social media platforms such as LinkedIn, we may obtain information about you (for example, if you publicly tag us in a post). The information we receive will depend on the privacy preferences you have set on those types of platforms.

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the [ICO \(Information Commissioner’s Office\) website](#).

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- [Your right of access](#) - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here](#).
- [Your right to rectification](#) - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here](#).
- [Your right to erasure](#) - You have the right to ask us to delete your personal information. [You can read more about this right here](#).
- [Your right to restriction of processing](#) - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here](#).
- [Your right to object to processing](#) - You have the right to object to the processing of your personal data. [You can read more about this right here](#).
- [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. [You can read more about this right here](#).
- [Your right to withdraw consent](#) – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here](#).

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to provide services and goods, including delivery and third party referrals are:

- [Consent](#) - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- [Contract](#) – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- [Legal obligation](#) – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- [Legitimate interest](#) - we have to collect or use your information to help non-profit clients identify and build relationships with individuals and organisations for fundraising purposes. All of your data protection rights may apply, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data.

Our lawful bases for collecting or using personal information to [organise fundraising activities](#) are:

- [Consent](#) - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to

object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information for service updates or marketing purposes are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information to comply with legal requirements are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for recruitment purposes are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for dealing with queries, complaints or claims are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information for undertaking research to help non-profit clients in their fundraising are:

- Legitimate interest - we have a legitimate interest in helping charities recruit new potential supporters and develop relationships with existing contacts to increase philanthropy in the UK. This is a lawful legitimate interest under both the Data Protection Act and the General Data Protection Regulation. All of your data protection rights may apply, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data.

Our lawful basis for sharing personal data with our freelance virtual assistants are:

- Legitimate Interest – It is in our legitimate business interest to engage freelance virtual assistants to ensure efficient administration of our company and the services we provide. This includes recruitment processes, invoicing, client communications, and grant application support.
- Contractual Obligation – In some cases, processing personal data may be necessary for us to fulfil contractual obligations to our clients and business partners.

- [Legal Obligation](#) – Where required, we may share data with virtual assistants in compliance with applicable legal and regulatory requirements.

We ensure that all virtual assistants are contractually bound by confidentiality clauses and comply with our data protection and security policies.

Where we get personal information from

- Directly from you
- Personal information for [undertaking research to help non-profit clients in their fundraising](#) is only gathered from publicly accessible sources. Examples include:
 - [Public Registers](#): Companies House, Charity Commission, Land Registry, Professional Directories
 - [Reference Volumes](#): DSC Fundsonline, Funder Finder, City of London Livery Company Information
 - [Print and Broadcast Media](#): newspapers, magazines, trade publications, rich lists
 - [Internet](#): Google, company websites, social media

How long we keep information

We retain personal data in accordance with our data retention policy and applicable legal and regulatory requirements. We hold personal data on behalf of our partner charities and for our business purposes for a period of ten (10) years. Data collected for recruitment processes is retained for a period of five (5) years. We conduct an annual audit to identify and securely delete any inactive personal data that has not been used for ten (10) years, in compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Where retention periods are subject to legal, regulatory, or contractual requirements, we will retain data in accordance with those obligations. After the applicable retention period, personal data will be securely erased or anonymised.

Data shared with freelance virtual assistants is retained only for as long as necessary to complete their administrative tasks. Once their engagement is complete, they are required to securely delete or return any personal data they have processed on our behalf.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated

24 February 2025