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|  <b>Muscular Dystrophy Support Centre</b> | <b>Privacy Policy</b>                 |
| <b>Date: May 2026</b>                                                                                                      | <b>Policy owner: CEO</b>              |
| <b>Review period: 3 yearly</b>                                                                                             | <b>Approved by: Board of Trustees</b> |
| <b>Review date: May 2029</b>                                                                                               |                                       |

## 1. Purpose

At MDSC, we are committed to protecting your privacy and handling your personal information responsibly, securely, and transparently.

This Privacy Policy explains:

- what information we collect
- why we collect it
- how we use it
- how we keep it safe
- your rights regarding your information

We want everyone who uses our services, supports our work, volunteers with us, donates to us, or visits our website to feel confident about how their information is managed.

## 2. Who We Are

Muscular Dystrophy Support Centre (MDSC) is the data controller for the personal information we collect and use.

This means we are responsible for deciding how your information is collected, stored, and used.

If you have any questions about this policy or how your information is handled, please contact:

**[getintouch@mdsupportcentre.org](mailto:getintouch@mdsupportcentre.org)**

## 3. Information We Collect

We may collect personal information including:

- your name
- contact details
- date of birth

- health or support information relevant to our services
- donation or payment details
- volunteering or employment information
- communication preferences

We only collect information that is relevant and necessary.

## 4. How We Collect Information

We may collect information when you:

- contact us
- use our services
- make a donation
- attend an event
- volunteer or apply for a role
- visit our website
- interact with us on social media

We may also receive information from trusted third-party platforms such as:

- fundraising websites
- payment providers
- referral partners

where you have given permission for this information to be shared.

## 5. How We Use Your Information

We may use your information to:

- provide services and support
- manage appointments and communications
- process donations and Gift Aid
- keep records of our relationship with you
- improve our services
- meet legal and regulatory obligations
- contact you about our work and fundraising activities (where appropriate)
- invite you to provide feedback or complete surveys

We will only use your information where we have a lawful basis to do so.

## 6. Legal Basis for Using Your Information

Depending on the situation, we may process your information because:

- you have given consent
- it is necessary to provide services to you
- we have legal obligations to meet
- we have a legitimate organisational interest in doing so

Where we rely on legitimate interests, we will always balance this against your rights and privacy.

## 7. Marketing and Communications

We may contact you about:

- our work
- fundraising campaigns
- events
- ways you can support MDSC

We will only send email or telephone marketing where we have your consent or another lawful basis to do so.

You can:

- change your preferences
- opt out of communications
- withdraw consent at any time

by contacting: [getintouch@mdsupportcentre.org](mailto:getintouch@mdsupportcentre.org)

We will never sell your personal information to other organisations.

## 8. Fundraising and Supporter Information

We may use supporter information to:

- process donations
- manage fundraising activities
- claim Gift Aid
- better understand supporter engagement

Where appropriate, we may carry out limited and proportionate prospect research using publicly available information to support our fundraising activities.

We always aim to do this ethically, proportionately, and in line with data protection requirements.

## 9. Sharing Your Information

We may share information with trusted partners or service providers who help us:

- deliver services
- process donations
- provide IT systems
- meet legal or regulatory obligations

We only share information where necessary and ensure appropriate safeguards are in place.

We may also share information where required by law or where there are safeguarding concerns.

## 10. Keeping Your Information Safe

We take information security seriously.

We use appropriate:

- physical
- technical
- organisational

measures to protect personal information from:

- loss
- misuse
- unauthorised access
- disclosure

Only authorised individuals can access personal information where it is necessary for their role.

## 11. How Long We Keep Information

We only keep personal information for as long as necessary.

Retention periods are based on:

- legal requirements
- safeguarding obligations
- financial regulations
- operational need

Further information is available in our Records Retention and Disposal Policy.

## 12. CCTV, Photography and Video

We operate CCTV systems at some sites for safety and security purposes.

Recordings are normally retained for up to one month unless required for investigations or legal purposes.

We may also use photography or video:

- at events
- within our services
- for marketing and awareness activities

Where individuals are identifiable, we will seek appropriate consent before using images publicly.

## 13. Your Rights

You have rights regarding your personal information, including the right to:

- access your information
- correct inaccurate information
- request deletion of information in some circumstances
- object to certain processing
- withdraw consent
- complain about how your information is used

To exercise your rights, contact: [getintouch@mdsupportcentre.org](mailto:getintouch@mdsupportcentre.org)

You also have the right to complain to the Information Commissioner's Office.

## 14. Cookies and Website Use

Our website uses cookies and analytics tools to help us:

- understand website usage
- improve website performance
- improve user experience

This may include the use of tools such as Google Analytics.

You can control cookie settings through your browser preferences.

## 15. External Links

Our website may contain links to other websites.

MDSC is not responsible for the privacy practices of external websites and encourages users to review their privacy policies separately.

**We may update this Privacy Policy periodically to reflect:**

- legal changes
- operational changes
- improvements in practice

**The latest version will always be available on our website.**

Our values: “ICUE” **Innovating Caring Unifying Empowering**