



The Silverlining Charity Privacy Policy

Implemented May 2018 / Last updated April 2026 by K. Howard

This privacy policy sets out how The Silverlining Charity uses and protects any information that you give The Silverlining Charity when you use this website.

The Silverlining Charity is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, you can be assured that it will only be used in accordance with this privacy statement.

The Silverlining Charity reserves the right, at its discretion, to make changes to any part of the website, the Information or these Terms. The Silverlining Charity may change this policy from time to time by updating this page. It is important you check this page from time to time to ensure that you are happy with any changes.

This policy is effective from April 2026. By continuing to use the website or completing the membership or online forms, you agree to be bound by these Terms as amended.

What we collect

We may require basic information which identifies you as an individual ("Personal Information"), such as your name, email address and phone number, in order to enable you to take advantage of particular services that we offer, for example when you send us an enquiry on our "Contact Us" page, apply for membership, submit a referral or submit a volunteer application. We will only use such Personal Information for the purposes of providing information and providing access to those services which you have requested, or for other purposes set out in these Terms.

We may collect the following information:

- Name and job title;
- Date of birth;
- Information regarding your relationship with brain injury;
- Company or organisation;
- Contact information, including email address and telephone number(s);
- Contact information of next of kin;
- Medical and access needs;

- Demographic information such as postcode, preferences and interests;
- Employment or volunteering history;
- Other information relevant to customer surveys and/or offers; and
- Information pertinent to fulfilling our services on an individual's or organisation's behalf.

We require this information for the purpose of:

- Promoting the good work of The Silverlining Charity
- Marketing our fundraising events, charitable activities and appeals
- Safeguarding of beneficiaries, volunteers, employees, contractors and the general public.
- Provision of our services
- Funding our services; and
- Effective governance.

We may contact you by email, telephone or post. If you do not wish us to make use of your Personal Information in this way, please email admin@thesilverlining.org.uk. We will also give you the opportunity to opt out of future marketing whenever we send you marketing material. You can also opt out at any time by contacting us.

Lawful basis

The Silverlining Charity processes personal data under the following lawful bases:

- **Legitimate Interests** – to provide our services, manage membership, ensure safeguarding, and run the charity effectively.
- **Consent** – for sending marketing communications, newsletters, and optional updates.
- **Legal Obligation** – where we are required to process data for safeguarding, reporting, or compliance purposes.
- **Contract** – where processing is necessary to deliver services you have signed up for.

We only process the minimum amount of data needed for each purpose.

Security

We are committed to ensuring that your information is secure. To prevent unauthorised access or disclosure, we have put in place encrypted electronic systems and managerial procedures to safeguard and secure the information we collect online.

How we use cookies

Cookies are small text files that are placed on your device when you visit our website. They help the site work properly and give us information about how people use our pages so we can improve them.

We use the following types of cookies on The Silverlining Charity website:

- **Strictly necessary cookies** – These are essential for the website to function (for example, to remember your cookie preferences). They are always on and cannot be turned off using our controls.
- **Analytics cookies** – These help us understand how visitors use our website (for example, which pages are visited most often and how people move around the site). We use this information to improve our services and content.

We only set analytics cookies if you agree to them. When you first visit our website you will see a cookie message giving you the option to accept or reject non-essential cookies. You can also change your cookie preferences at any time by adjusting your browser settings and, where available, by using our cookie controls.

Some cookies are placed by third-party services that we use to support our work (for example, web analytics providers). These providers may process information about your device and how you use our site. Where this information can identify you as an individual, we treat it as personal data and handle it in line with our Privacy Notice.

Cookies do not give us direct access to your computer or files. However, they may collect information such as your IP address, device type, browser and how you interact with our pages.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

We will not sell, distribute or lease your personal information to third parties unless required for effective safeguarding or we have your explicit permission or are required by law to do so. Employees, associates and agents of The Silverlining Charity may be given access to any Personal Information which we collect, but their use shall be limited to the performance of their duties and in line with the reason for processing. Our employees, associates and agents who have access to your Personal Information are required to keep that information confidential and are not permitted to use it for any purposes other than to enable you to use the website or to deal with requests which you submit to us.



We may use your personal information to send you promotional information about The Silverlining Charity, and other information related to our industry.

You may request details of personal information which we hold about you. If you would like a copy of the information held on you, please write to The Silverlining Charity, 16 Upper Woburn Place, King's Cross, London, WC1H 0AF.

If you believe that any information, we are holding on you is incorrect or incomplete or have any other data protection related issues or queries, please write to admin@thesilverlining.org.uk. We will promptly correct any information found to be incorrect.

If you are concerned that we have breached a privacy law or code binding on us, please send an email marked "Urgent" to admin@thesilverlining.org.uk. We aim to respond in a reasonable time. Our Data Protection Officer will manage your complaint and will give you additional information about how it will be handled.

You have the right to complain to the Information Commissioner's Office (ICO) if you believe we have not handled your request in an appropriate manner. For information on contacting the ICO please see their website www.ico.org.uk.

Account Deletion Request

If you have an account in The Silverlining Charity mobile app and wish to delete it, you can request deletion in one of the following ways:

Through the app

- Open The Silverlining Charity app and sign in.
- Go to Settings.
- Select Delete account.
- Submit your request. Your request will be sent to our administration team for processing.

By email

Email admin@thesilverlining.org.uk with the subject line "Delete account – mobile app" and include your full name and email address registered to your app account.

What we delete

Once your request has been processed, we will delete or anonymise the personal data associated with your mobile app account where appropriate.

**What we may retain**

We may retain certain information where we have a legal obligation, safeguarding requirement, or another lawful basis under UK data protection law. Where retention is necessary, we will keep only the minimum information required and only for as long as necessary.

Processing time

We aim to process valid account deletion requests within 30 days of receiving them.