

## PRIVACY NOTICE GUIDANCE

### What is a Privacy Notice?

A Privacy Notice is the statement that tells people how their personal information will be used, at the point when the information is collected. A Privacy Notice may sometimes be referred to as a Fair Processing Notice (FPN), data protection wording or a data protection statement.

### What is it for?

It is to inform people clearly about how their personal information will be used.

A Privacy Notice should be easy to understand.

A Privacy Notice should explain who you are, what you are planning to do with the personal information provided, and why. In particular, it should explain anything you are planning to do with the personal information which a person might not reasonably expect. It should also state if you need to share the personal information with any other organisations for the processing purpose, for example with a mailing house.

You must obtain consent from a person if you want to share their personal information with any other organisations, and do not actually need to do so to carry out the processing. For example, you might want to pass a person's contact details to an Amnesty International UK office but do not actually need to do this for the person to sign up for an event run by your group.

Inadequate Privacy Notices may prevent you from using and/or sharing personal information that you collect, so the wording is very important.

### Where is a Privacy Notice normally found?

On paper forms, a Privacy Notice is usually placed near the signature box; on electronic forms, it should be presented in such a way that the supporter must actively do something to accept the content e.g. click on a 'I agree to' box. It needs to be displayed clearly in a prominent position and be easy to read.

### Can you provide standard Amnesty wording?

You can write your own Privacy Notice. Amnesty UK can also provide specific advice on a case-by-case basis – contact Amnesty UK's Data Protection Officer at [dataprotection@amnesty.org.uk](mailto:dataprotection@amnesty.org.uk), or contact: [activism@amnesty.org.uk](mailto:activism@amnesty.org.uk)

1. Data protection guidance: [www.amnesty.org.uk/dpguidegroups](http://www.amnesty.org.uk/dpguidegroups)
2. Privacy notice: [www.amnesty.org.uk/privacynoticeguide](http://www.amnesty.org.uk/privacynoticeguide)
3. Data protection checklist: [www.amnesty.org.uk/dpchecklist](http://www.amnesty.org.uk/dpchecklist)
4. Consent checklist: [www.amnesty.org.uk/consentchecklist](http://www.amnesty.org.uk/consentchecklist)

Here are some examples of when you will need a Privacy Notice and the content that should be covered.

#### If you're asking people to sign up for a group, the Privacy Notice should

- State who will be holding the personal information (the name of your group) and your contact details.
- State why the personal information is being collected and how long it will be stored.
- Explain what they are signing up for (what to expect).
- State how they can change the way their information is used in the future and opt out.
- Explain anything else that you want to do with their personal information and ask for their permission for this.
- State the name or type of any other organisation that the information might be shared with.
- Include a link to Amnesty International UK's privacy policy, which includes more information about data subject rights and ways of making a complaint.

#### If you're asking people to take action (e.g. sign a petition), the Privacy Notice should:

- State who you (the group) are.
- Explain what will happen to their personal information when they sign the petition.
- State if their information will be delivered to the target of the action (e.g. petition to foreign government and will therefore be out of Amnesty's control).
- State how they can change the way their information is used in the future and opt out.
- Explain anything else that you want to do with their personal information and ask for their permission for this.
- Ask for their permission for their personal information to be shared with Amnesty UK offices.
- Ask for their permission to be contacted by the group about other things by specific communication channels – by email, by text message, by post, by telephone.
- Include a link to Amnesty International UK's privacy policy which includes more information about data subject rights and ways of making a complaint.

If you have any questions about data protection, contact Amnesty International UK's Data Protection Officer at [dataprotection@amnesty.org.uk](mailto:dataprotection@amnesty.org.uk) or [activism@amnesty.org.uk](mailto:activism@amnesty.org.uk)  
For more detailed guidance about data protection, see [www.ico.org.uk](http://www.ico.org.uk)