**Legitimate Interests Balancing Exercise**

**Activity to be assessed:** Christmas Draw Mailing 2024

**Prepared by:** Sarah James Senior Marketing & Database Co-ordinator

**Details of the proposed processing:**

We want to contact supporters with a dedicated Christmas draw mailing; promoting the upcoming draw, asking recipients to consider buying tickets and/or make additional donations.

The mailing list will be compiled of current lottery players, those who have been actively involved in previous draws and new donors who may be unfamiliar with the appeals Bolton Hospice runs. We will be using Dataro, a fundraising intelligence platform to support our data selection.

The following segment hierarchy will apply:

* Current lottery players
* Those who have previously purchased Summer or Christmas draw tickets in the last 3 years (from 01.01.2021)
* Those who have previously given a donation to a Summer or Christmas draw in the last 3 years (from 01.01.2021)
* Any new donors who have given a donation from 01.01.2024
* Those who have responded to appeal activity from 01.01.2021
* In pulling the mailing list, the following exclusions will apply:
* Under 16’s
* Postal Opt Outs
* Those who have asked not to receive any requests from Bolton Hospice
* Those who have requested no lottery draw tickets
* New SEC lottery members who have signed up within 12 weeks of the mailing landing
* Those who have made their first donation in the past 6 weeks

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| **Purpose Test** | **Necessity Test** | **Balancing Test** |
| **Do we have a legitimate interest, taking account of the organisations reasonable expectations?** | **Is the processing detailed above necessary to achieve the purpose?**  **Could the purpose be achieved by some other reasonable means without processing the data in this way?** | **Are we sure we aren’t overriding any fundamental rights or freedoms?** |
| Yes, we have a legitimate interest.  Sending the campaign is direct marketing, which may be considered a legitimate interest.  The individuals would reasonably expect us to send the letter because:   * They have bought draw tickets in previous years * They are current lottery members * Supporters have donated in the recent past and have not opted out of communications * New lottery members (excluding recent SEC canvassed members) who aren’t aware that we run a Christmas draw will receive the opt out message in the letter. * In the acknowledgement of their initial & subsequent donation the donor was informed that we will send them information about how their support is helping and upcoming fundraising activities. * They were directed to our privacy policy and directed on how to opt out of further communications and have not done so. | Yes, processing is necessary to achieve the purpose of generating income for the hospice via the Christmas Draw.  This purpose could not be achieved without processing the data in the manner specified. | Yes, we are sure that we are not overriding their fundamental rights.  The individuals have not objected to receiving direct marketing.  The letter we want to receive is relevant  Information on how to opt out of receiving further communications is included within the letter  We will manually remove anyone from the mailing list we believe to be in vulnerable circumstances, in line with guidance from the Institute of Fundraising |

**To be completed by Alice:**

Purpose test – is there a legitimate interest behind the processing? **✓** Yes □ No

Necessity test – is the processing necessary for that purpose? **✓** Yes □ No

Balancing test – is the legitimate interest overridden by the individual’s interests, rights or freedoms? □ Yes **✓** No

**Outcome:**

**✓** Approved □ Not Approved

**Date:**