**Legitimate Interests Balancing Exercise**

 **Activity to be assessed:** Spring/Summer 2025 Newsletter & Summer Draw ticket mailing to supporters

**Prepared by:** Sarah James, Data & Direct Marketing Coordinator

**Details of the proposed processing:**

We want to contact donors with our bi-annual newsletter containing information about hospice updates, how donor support is helping and upcoming fundraising activities. The mailing will also include summer draw ticket sales, excluding those who have requested not to receive them. We will also be contacting companies who have supported the hospice in the last two years, including information about our Patron scheme.

The following segment hierarchy will apply:

* **Current lottery players**
* **Lapsed lottery players** (those who have cancelled their membership within the last year)
* Donors who have **purchased/donated to the Summer and Christmas draw** within the last 3 years (from 01/01/2022 – to date)
* **Regular givers** (with a current standing order/direct debit)
* **Committed givers** (those who have made 4 donations with the most recent donation being made in the last year)
* **Those who have made an in memory donation within the last 2 years (01.01.2023 to date)**
* Those who have taken part in any **events or challenges** within the last year (01.01.2024 to date)
* **New donors** (from 01.01.2024 – to date)

**The Dataro platform will be utilised to identify the following segments**

* Lapsed 24 month (those who have lapsed for 24 months) to test reengagement with this segment
* Those who it identifies as having a propensity to engage with raffle mailings

**To ensure that all supporters from the previous 2 years receive the mailing a mop up of general supporters will be pulled**

* **General Supporters** – those who have given any donation within the last 2 years that don’t fall into any of the above segments (excluding events and challenges (01.01.2023 to date)
* **Companies** who have given at least one donation from (01.01.2024 to date)

The following exclusions will apply:

* Under 18s
* Postal Opt Out
* No newsletter attribute
* FPS registered
* New SEC lottery members from 3 months of anticipated newsletter landing date
* Supporters with a no draw ticket preference will receive the version without tickets
* Those who have made an in-memory donation within six weeks of the mailing landing
* Anyone in the General Supporter pool will be excluded if they are identified as having a low propensity to engage with the mailing to reduce mailing costs

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| **Purpose Test** | **Necessity Test** | **Balancing Test** |
| **Do we have a legitimate interest, taking account of the individual’s 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 the individual’s fundamental rights or freedoms?** |
| Yes, we have a legitimate interest.Sending the letter is direct marketing, which may be considered a legitimate interest.The individuals would reasonably expect us to send the letter because:* They have donated to us in the recent past or (in relation to the lapsed donors) they would expect us to reach out to them as past donors.
* In the acknowledgement of their initial & subsequent donation they were 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 keeping the recipient informed of hospice activity, future fundraising activities and the summer 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 send is relevant.Information about how to opt out of further communications will be included in the letter. |

 **To be completed by Felicity:**

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:** 06.03.2025