



Arts Emergency Statement on Profiling and Wealth Screening

As we are a fundraising organisation, we carry out limited profiling and research to help us better understand and communicate with our donors and potential donors.

For this reason, we may gather information about you from publicly available sources – for example, Companies House, the Electoral Register and the media – to help us to understand more about you as an individual and your ability to support the Charity.

We may carry out wealth screening, a process which uses trusted third-party partners to automate some of this work. We may use information gathered from public sources alongside the information you provide us to undertake analysis of who might support the Charity and to understand the preferences of our supporters about events, communication and services.

By doing this, we can focus conversations we have with you about fundraising and volunteering in the most effective way, and ensure that we provide you with an experience as a donor or potential donor which is appropriate for you.

Carrying out research and processing in this way allows us to conduct high value fundraising, which is essential for our legitimate interests – in this case, our ability to run Arts Emergency and carry out our mission. However we will always endeavour to do so with great care and in a way that does not unduly impact your rights and freedoms.

We may also use publicly available sources to carry out due diligence on donors to meet money laundering regulations.

You can opt out of your data being used for profiling and wealth screening techniques by contacting us at any time.

Staff access to all such information will be limited on a need to know basis, and staff will be made aware that it is only to be used for purposes stated here in conjunction with our Privacy Policy. This statement does not affect the other policies and legal duties laid out in our Privacy Policy.