

PRIVACY POLICY / TRANSPARENCY INFORMATION

V2.4 **Jan 2022**

Reform Party UK process and control Personal Data and therefore are required by Articles 13 and 14 of the General Data Protection Regulation (GDPR) to publish this information using clear and plain language.

Contact Details – Reform Party UK may be contacted here <https://www.reformparty.uk/contact> or **Postal Address:** 124 City Road, London EC1V 2NX, United Kingdom. **Telephone:** 0800 414 8525.

Transparent Information – The reasons, purposes and retention periods for which we process personal data, including any specified lawful basis or legitimate interest are detailed in separate tables for ease. These are split into data we may obtain from you directly and indirectly.

Profiling – Reform Party UK aims to create and maintain a profile for each registered voter in the UK. We will do this by merging the Electoral Register(s) with other data that may be lawfully available to us. For more detailed information about this type of processing, you may wish to read the ICO [Draft framework code of practice for the use of personal data in political campaigning](#). If you wish, you can ask us not to maintain a profile in your name using the contact details above and we will take steps to remove you from our systems.

Reform UK will respect the wishes of the people and aim to fully comply with the Information Commissioner's Office (ICO), in particular the specified requirements for Political Parties set out by the ICO in the report, titled [Democracy Disrupted](#), dated 11 July 18.

Your Rights – Under data protection law, you have rights including:

- **access** – You have the right to ask us for copies of your personal information.
- **rectification** – You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- **erasure** – You have the right to ask us to erase your personal information in certain circumstances.
- **restriction** – You have the right to ask us to restrict the processing of your information in certain circumstances.
- **object** – You have the right to object to the processing of your personal data in certain circumstances.
- **data portability** – You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.
- **free of charge** – You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us here <https://www.reformparty.uk/contact> or **Postal Address:** 124 City Road, London EC1V 2NX, United Kingdom.

Data Processing and Storage – We use service providers to host and or process your information on our behalf. We only use processors who provide guarantees of appropriate technical and organisational measures that meet the requirements of the GDPR. Each service agreement is clear that we remain the data controller and they will only process the data in accordance with our written instructions.

Data Sharing – We will never sell your information or share it with another organisation.

Your Right to complain – If you are unhappy with how we use your data, you can let us know directly or complain to the Information Commissioner’s Office (ICO). The ICO’s contact details are:

Information Commissioner’s Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

Information obtained from you directly

When and how is this data obtained	Purpose (why we ask for or use your data)	Type of data used or requested	Legal Basis for the use	If the legal basis is our legitimate interests, an indication of that interest	How long will we hold this data
In all cases	Electoral Purposes · Profiling	Identity Contact details	Public interest An activity that supports		For the life of our relationship, or

	<ul style="list-style-type: none"> Use anonymised data about you to identify further potential supporters with similar characteristics. 	Opinions if you include them	or promotes democratic engagement. Section 8(e), Data Protection Act 18		Until you ask us not to profile you
When you register	As a supporter or subscriber: <ul style="list-style-type: none"> To manage our relationship with you Notify changes to our Website, services, terms or privacy policy Ask your views 	Identity Contact details	Legitimate interest	Know, understand and communicate with our subscribers	For the life of our relationship
When you register	As a volunteer: <ul style="list-style-type: none"> To manage our relationship with you Notify changes to our Website, services, 	Identity Contact details	Legitimate interest	Know, understand and communicate with our volunteers	For the life of our relationship +2 years

	terms or privacy policy · Due Diligence				
When you register	Register you as a supporter · (process and receive your £25 donation)	Identity Contact details Payment method Value of donation(s)	Contractual Obligation & Legitimate interest	To a level that is appropriate, demonstrate that our funding comes mostly from the ordinary people of Great Britain	At least 7 years This is required by law
When you submit an application	Review and select candidate applications · (process and receive your £100 administration fee)	Identity Contact details Payment method Proof of identity CV Social Media profiles	Legitimate interest	Ensure candidates fall within the requirements of the Electoral Commission	At least 7 years This is required by law

		Confirmation statements			
When you make a donation	<ul style="list-style-type: none"> Conduct permissibility checks on donations over £500 Calculation multiple donations over £500 in a calendar year Report donations greater than £7500 in a calendar year 	Identity Contact details Payment method	Lawful requirement Political Parties, Elections and Referendums Act 2000		At least 7 years This is required by law
When you send us a communication	As a general query <ul style="list-style-type: none"> Respond to queries 	Identity Contact details Opinions if you include them	Lawful requirement Data Protection Act 2018		At least 7 years This is to support any queries from regulatory authorities in relation to our activities
When you send us a communication	To exercise any of the Data Subject Rights	Identity Contact details	Lawful requirement	Ensuring as much as reasonably possible that we do	Indefinitely

	<ul style="list-style-type: none"> · To maintain evidence of compliance with our obligations · To maintain a suppression list should you opt-out of profiling or receiving communications 	Request Response	Data Protection Act 2018 & Legitimate interest	not contact people that have asked us not to do so Note, this does not affect our right in law to use registered voter information for electoral purposes	
When you register to attend an event	Provide a safe environment for our staff and supporters <ul style="list-style-type: none"> · Ensuring we know who attends our events 	Identity	Legitimate interest	Ensuring we know who attends our events to assist with the prevention and detection of crime or the verification of claims.	At least 2 years
When you register to attend an event	<ul style="list-style-type: none"> · To manage our relationship with you · Notify changes to event timings etc · to invite you to our supporter platform 	Identity Contact details	Legitimate interest	Know, understand and communicate with our event goers	At least 2 years
When you make a	Delivery of the product	Identity	Fulfilment of a contract		At least 7 years

purchase from our online shop	<ul style="list-style-type: none"> · provide a receipt · to confirm the initial order, shipping confirmation and maintain a customer relationship 	Delivery Address Billing address – to cross reference against payment method Email address Telephone number (optional)			This is to support any queries from regulatory authorities in relation to our income
When you visit our website; reformparty.uk	Deliver website content Cookies	Please see separate cookie policy	Please see separate cookie policy	Please see separate cookie policy	Please see separate cookie policy

Information about you that we may obtained from another source

When and how is this data obtained	Purpose (why we ask for or use your data)	Type of data used or requested	Legal Basis for the use	If the legal basis is our legitimate interests, an	How long will we hold this data
------------------------------------	---	--------------------------------	-------------------------	--	---------------------------------

				indication of that interest	
<p>Electoral registers provided by each Electoral Registration Officer</p> <ul style="list-style-type: none"> This may include the public, anonymous and marked registers. 	<ul style="list-style-type: none"> Delivery of Freepost Electoral Addresses to registered voters 	<p>Identity Address</p> <p>Voting method</p> <p>Confirmed voter (not vote selection)</p>	<p>Public Interest Section 91 of the Representation of the People Act 1983</p>		<p>As long as the data is required to produce the mailings plus 90 days</p>
<p>Electoral registers provided by each Electoral Registration Officer</p> <ul style="list-style-type: none"> This may include the public, anonymous and marked registers. 	<ul style="list-style-type: none"> Profiling of the electorate Electoral Purposes 	<p>Identity Address</p> <p>Voting method</p> <p>Confirmed voter (not vote selection)</p>	<p>Public Interest Regulation 106 – The Representation of the People (England and Wales)(Amendment) Regulations 2002</p>		<p>As long as the data remains relevant, or Until you ask us not to profile you</p>

Electoral registers provided by each Electoral Registration Officer This may include the public, anonymous and marked registers.	<ul style="list-style-type: none"> · Confirming the identity of candidate applicants · Confirming the permissibility of personal donations over £500 	Identity Address	Lawful Requirement Part iv – Political Parties, Elections and Referendums Act 2000		At least 7 years This is required by law
Public records (Companies House etc)	<ul style="list-style-type: none"> · Confirming the permissibility of organisational donations over £500 	Organisational Identity Organisational Address Organisational Status Identity of interested persons	Lawful Requirement Part iv – Political Parties, Elections and Referendums Act 2000		At least 7 years This is required by law
Publicly available information; local, national and	<ul style="list-style-type: none"> · Due diligence 	Any such information that has been made publicly available	Legitimate interest	Ensuring we know what relevant publicly available information	As long as the data remains relevant

international media, open social media and forums		Comments, likes and interests		exists concerning those who we engage with.	
Data vendors – anonymised data We will only deal with vendors that can demonstrate compliance with the GDPR	<ul style="list-style-type: none"> · Know and understand voters · Deliver promoted advertisements 	Location Demographics	Public Interest An activity that supports or promotes democratic engagement. Section 8(e), Data Protection Act 18		As long as the data remains relevant
Data vendors – personal data We will only deal with vendors that can demonstrate you personally have given specific consent to share your	<ul style="list-style-type: none"> · Know, understand and communicate with voters. 	Identity Contact details Political opinions Political concerns Demographics	Public Interest An activity that supports or promotes democratic engagement. Section 8(e), Data Protection Act 18		As long as the data remains relevant

information with us					
Credit Reference agencies	· Confirming the identity and status of candidate applicants	Identity Address Bankruptcy status	Legitimate interest	Ensure candidates fall within the requirements of the Electoral Commission	For the life of our relationship plus 2 years