Website Privacy Notice

IMPAKT Housing & Support Website Privacy Notice

IMPAKT Housing & Support ("we", "us", "our") is committed to protecting the privacy of people who visit our website, impakt.org.uk.
This notice explains what personal information we collect through the website, how we use it, who we share it with, how long we keep it, and the rights and choices you have.

IMPAKT Housing & Support as data controller
IMPAKT Housing & Support is the data controller for personal information collected through our website. We process it in line with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations (PECR).
We are registered with the Information Commissioner's Office (ICO), registration number Z2740631.

Our contact details

IMPAKT Housing & Support
Stamford House
118 Bromham Road
Bedford
MK40 2QN
01234 307040
www.impakt.org.uk
hello@impakt.org.uk

Questions about this notice or how we use your information
Please contact our privacy team at Privacy@impakt.org.uk, or write to the Data Privacy Team at the address above.

The information we collect

Information you give us through forms on the website
Giving us information through the website is voluntary. We only ask for what we need to respond to you or provide the service you have asked for.

- **Domestic abuse self-referral (DART and DASS):** name, date of birth, the area you live in, email address and phone number, which ways and times are safe to contact you, whether another agency supports you, and anything you choose to tell us in your message.
- **Domestic abuse professional referral and Flexi-Fund application:** your name and email address. We then email you the full referral or application form to complete and sign through our secure e-signature provider.
- **Domestic abuse volunteer form:** name, phone number, email address, the area you live in, whether you drive, and whether you have personal experience of domestic abuse.
- **Domestic abuse event booking:** name, email address, organisation, and whether you would like to receive updates.
- **IMPAKT Voices feedback:** the service you used, whether you are a client or a professional, your feedback, and any contact details you choose to give.
- **Housing application:** name, email address, phone number, date of birth, age, gender, National Insurance number (optional), your current housing situation and what you are looking for.
- **Housing partnerships enquiry:** name, email address and your message.
- **General, food, fundraising and events enquiries:** name, email address, phone number and organisation where you give them, your message, and whether you would like to join our mailing list.
- **Job applications:** name, email address, phone number, CV, cover letter, and how you heard about the role.

- **London Marathon application:** name, email address, phone number, address, postcode, date of birth and your answers about fundraising.
- **IMPAKT Elves gift pledge:** name, email address, organisation and the gift card amount.
- **Newsletter sign-up:** email address.
- **Donations:** made through a secure form provided by our donation provider and embedded on our donate page. It asks for your name, email address and postal address, and optionally your phone number, plus the amount, whether it is a one-off or monthly gift, which area of our work you would like it to support, and a Gift Aid declaration if you choose to make one. Card payments and Direct Debits are handled by payment processors; we never see or store your full card or bank details.
- If you contact us on WhatsApp, for example to offer furniture to IMPAKT Preloved, WhatsApp's own privacy notice also applies to those messages.

Sensitive information

Some forms, especially the domestic abuse forms, may include information about your safety, health or experiences of abuse, and sometimes about alleged crimes. We treat all of it as sensitive. Only the team providing the service can see it, and we never use it for analytics, fundraising or marketing.

Where you choose to share this kind of information to get support, we rely on your explicit consent. Where we need to act or share information to protect you or someone else, we rely on the conditions in the Data Protection Act 2018 for safeguarding children and individuals at risk, and for confidential counselling, advice and support. Our domestic abuse services also ask for your consent separately before sharing information with other agencies.

Information collected automatically when you visit

- Our website host's servers record technical information about each visit to keep the site secure and working: the page requested, IP address, browser type and language, and the date and time.
- With your permission, we use cookies to measure how the website is used. See "Cookies and website analytics" below.

Cookies and website analytics

We use Google Analytics to understand, in aggregate, how people use our website: which pages are visited, how people arrive (for example from a search engine, social media or a link), device and browser type, approximate location (town or region), and whether a form was sent successfully. This helps us improve the website and check that people can find the help they need.

- **Your choice.** Google Analytics only uses cookies if you choose Accept, or allow Statistics, in our cookie banner. If you decline, no analytics cookies are set on your device, and Google may receive only a limited signal that a page was viewed, which is not linked to you or used to build a profile.
- **What we never send.** We never send Google anything you type into a form. When a form is sent, we record only which form it was.
- **How Google handles the data.** Google acts as our data processor under its data processing terms. Google Analytics does not store IP addresses. We have switched off Google signals and data sharing with other Google products, and we do not use analytics data for advertising.
- **How long.** Analytics data is kept for 14 months. Analytics cookies (named _ga and _ga_ followed by an ID) last up to two years.
- **Your cookie choice.** Our cookie banner stores a small cookie recording your choice for 12 months. You can change your mind at any time using the "Manage consent" link at the bottom of every page.

Why we use your information and our lawful basis

We use the information you give us to respond to your enquiry, provide the service or support you have asked for, process applications and donations, and keep you updated if you have asked us to. We use technical information to keep the website secure and working.

Under the UK GDPR, the lawful bases we rely on are:

- **Consent:** where we offer you a choice, such as analytics cookies or joining our mailing list. You can withdraw consent at any time by contacting Privacy@impakt.org.uk or, for cookies, using "Manage consent".
- **Children:** where we rely on consent for an online service and you are under 13, we will ask a parent or guardian with parental responsibility.
- **Contract:** where we need information to enter into or carry out a contract with you.
- **Legal obligation:** where the law requires us to collect or keep information.
- **Public task:** where we carry out work in the public interest, for example services commissioned by local authorities. We will be clear about why we need the information, how it will be used and who it may be shared with.
- **Legitimate interests:** where processing is needed to run our charity and services, for example responding to enquiries and keeping the website secure, and this does not override your rights.
- **Vital interests:** where we need to share information to protect someone's life.

If you object to any of this processing, please contact our privacy team at Privacy@impakt.org.uk.

Who we share your information with

When you send a form, it goes by email to the IMPAKT team that handles it. We do not sell your information. Where we do not need to share information, we will ask for your consent first.

Service providers who work for us

We use trusted providers to run the website and our services. They act only on our instructions, under contracts that require them to keep your information secure, and may not use it for their own purposes.

- Our website hosting provider, which stores the website and its data.
- Our email provider, which delivers form notifications to the right team.
- Our secure e-signature provider, which sends referral, application and consent forms for completion and signature.
- Our automation provider, which passes information securely between the website, our e-signature provider and our internal systems.
- Our supporter database and donation provider, and its payment processors for card payments and Direct Debits.
- Our newsletter provider, for people who sign up to our mailing list.
- Google, for website analytics, if you allow it.

Compelled disclosure

We may use or disclose information where the law requires it, for example to comply with a court order or legal process, or where we reasonably believe it is necessary to protect someone's safety or our legal rights. Bodies that may require information from us include:

- Police
- Social Services
- Early Help
- Integrated Front Door
- DWP
- HMRC
- Our insurers

International transfers

Most of the information we hold is stored in the UK or the European Economic Area (EEA), which UK law treats as providing adequate protection. Our e-signature and automation providers store data on EU servers, although some of the services they rely on, such as email delivery and error logging, are based in the United States. Some of our other providers, including Google and our payment processors, are also based in or use services in the United States. Where information is transferred outside the UK, we make sure it is protected by the safeguards UK law requires, such as the UK–US data bridge or the ICO's International Data Transfer Agreement.

How long we keep your information

We keep personal information only for as long as we need it for the purpose it was collected, unless the law requires or permits us to keep it longer.

- Website analytics data: 14 months.
- Your cookie choice: 12 months.
- Documents sent through our e-signature provider: removed from the provider once completed and processed. Forms that are not returned are deleted each month.
- Other information is kept only as long as we need it for the purpose it was collected for, then securely deleted.

Your data protection rights

Access (right to be informed, right of access)
You can ask for a copy of the information we hold about you at any time by contacting Privacy@impakt.org.uk.

Correct (right to rectification)
You can ask us to correct or update information that is inaccurate or incomplete.

Move (right to data portability)
In certain situations, you can ask to receive your information in a structured, commonly used, machine-readable format, or to have it transferred to another organisation.

Erase (right to erasure)
In certain situations, for example when we no longer need the information or it is incorrect, you can ask us to delete it.

Restrict (right to restriction)
In certain situations, you can ask us to limit how we use your information.

Object (right to object)
You can object to us processing your information in certain circumstances, including for direct marketing.

Withdraw consent
Where we rely on your consent, you can withdraw it at any time. This does not affect anything we did before you withdrew it.
You do not have to pay to exercise your rights. We will respond within one month. To make a request, contact Privacy@impakt.org.uk.
Our website may link to other websites. Those websites have their own privacy notices, which we encourage you to read.

How to complain

If you are unhappy with how we have used your information, please contact us first at Privacy@impakt.org.uk so we can try to put it right. We will acknowledge your complaint within 30 days and tell you the outcome without undue delay.
You can also complain to the UK's data protection regulator, the Information Commission (ICO), at ico.org.uk/make-a-complaint or on 0303 123 1113.

Changes to this privacy notice

We may update this notice from time to time. The current version is always available on our website at www.impakt.org.uk. This notice was last updated in October 2026.