



Opening Doors London- Communications

SCHEDULE OF INFORMATION RETAINED AND PROCESSED FOR Communications and Marketing at Opening Doors London

Please be advised that this table represents the information that ODL may retain in relation to your data. It also details when this information will be securely destroyed.

Please note that the organisation may keep basic anonymised information beyond the retention period for statistical reporting.

Information gathered and retained	Purpose for processing	Organisations that this information may be shared with and reason why (Please name the individual organisations)	Legal basis for procession	Assessment of data subjects interests	Duration of retention
Personal identifiers e.g. name, CLOG reference number	Name to identify	None	Necessary for the performance of a contract of which the data subject is a party. Necessary for the legitimate interests of the organisation.	Impact on data subjects rights and freedoms is very low. Processing is in data subjects interest.	7 years after member becomes inactive on CLOG.
Address	For contact in absence of email address and to determine borough member lives in for monitoring purposes	Information never leaves Age UK Camden/ODL Is anonymised for funders and presented by borough or postcode	As Above	As Above	7 years after member becomes inactive on CLOG.
Home and mobile telephone numbers	For contact when required	Information never leaves Age UK Camden/ODL	As Above	As Above	7 years after member becomes inactive on CLOG.
Email address	For contact when required and sending out member services information	Information never leaves Age UK Camden/ODL Used on MailChimp lists for mailings to members from ODL. Alternative Doors mailing list – managed by	As Above	As Above	7 years after member becomes inactive on CLOG.

		volunteer and members sign up separately.			
Religious group	N/A	N/A	N/A	N/A	7 years after member becomes inactive on CLOG.
Ethnicity	N/A	N/A	N/A	N/A	7 years after member becomes inactive on CLOG.
DOB and age	N/A	N/A	N/A	N/A	7 years after member becomes inactive on CLOG.
Gender	Targeted emails/ media requests for certain groups. Informational not held by marketing, but accessed through ODL team leads	Information never leaves Age UK Camden/ODL Is anonymised for funders	As Above	As Above	7 years after member becomes inactive on CLOG.
Sexual Orientation	Targeted emails/ media requests for certain groups. Informational not held by marketing, but accessed through ODL team leads	Information never leaves Age UK Camden/ODL Is anonymised for funders	As Above	As Above	7 years after member becomes inactive on CLOG.
Gender Reassignment	Targeted emails/ media requests for certain groups. Informational not held by marketing, but accessed through ODL team leads	Information never leaves Age UK Camden/ODL Is anonymised for funders	As Above	As Above	7 years after member becomes inactive on CLOG.
If the client has any long-standing physical or mental illness, or disability	Can happen for example if there is filming or publicity at specific groups. EG dementia rainbow memory cafe	Comms may contact specific group members/ attendees Information never leaves Age UK Camden/ODL Is anonymised for funders	As Above	As Above	7 years after member becomes inactive on CLOG.

If the client lives alone	N/A		N/A	N/A	7 years after member becomes inactive on CLOG.
If the client is a carer	N/A		N/A	N/A	7 years after member becomes inactive on CLOG.
Notes of contact with client	Case study	Anonymous case studies are created for some marketing.	As Above	As Above	7 years after member becomes inactive on CLOG.
Project attendance	N/A		N/A	N/A	7 years after member becomes inactive on CLOG.
Evaluation questionnaire	Anonymised evaluation may be undertaken to process success and effectiveness of events.	Information never leaves Age UK Camden/ODL Is anonymised for funders.	As Above	As Above	7 years after member becomes inactive on CLOG.
Please any other information you collect: 1 Written consent to use images or videos of members.	1 To gain permission to use member image or video for publicity purposes or marketing of ODL.	1 If consent to use an image is contained that image can be shared or used where ODL deems appropriate.	As Above	As Above	7 years after member becomes inactive on CLOG.