

## Privacy statement

Ethiopiaid values your support and we are committed to protecting your privacy. We are sharing this statement with you so that you understand how we manage any information held about your support for and interest in our work.

## Personal information

The Ethiopiaid website is a safe platform for our supporters to visit and on which to make online donations. Any donations made online are secure. When you make a donation online we ask for your name, contact details, address, and credit card information.

The information we collect is used to process your donation(s) and to verify credit card data. We use your mailing address to send you an acknowledgement and unless you opt out, we will also use your postal address or email address (depending upon your preference) to keep you informed about how your donation is the most impoverished and marginalised in Ethiopia. You can opt out of further information by post or email at any time by calling us or emailing [support@ethiopiaid.org.uk](mailto:support@ethiopiaid.org.uk).

If you provide us with your telephone number, it will be used to contact you if we need to verify your donation(s) or for other types of administration calls such as checking your Gift Aid status. We will only use your telephone number to contact you regarding our fundraising appeals if you have given us permission to do so.

If you opt in to receive emails, then you are giving your consent to receive regular e-news and other updates. You can unsubscribe from email by clicking the link in our most recent email at any time.

We do not knowingly collect any personal information from a child without the consent of the child's parent(s). Children under the age of 16 should obtain parental consent before donating.

We may also receive information about you from third parties, for example from a friend who wants to make a donation in your name, request that we send you information; or from service providers and reputable public data sources enabling us to create a profile of your interests, preferences and level of potential donations so that we can provide you with a better supporter experience.

## Do we share your information?

We will never sell, trade or rent your personal information to anyone.

We may disclose to third parties aggregate statistics regarding donations but these statistics do not include any personally identifying information.

All credit card donations are processed by a third-party financial institution who will only use your personal information for the purpose of processing the transaction.

We may also use third-party agencies to help us keep our data updated and make sure our fundraising communications are correctly managed and as costs efficient as possible. This could include keeping address records correct by screening against public information relating to deceased files or address changes.

## Cookies

Our website uses cookies, small pieces of data stored inside a website browser, across our websites to improve their performance and to enhance your user experience. When you visit our websites, cookies allow us to collect some non-identifying basic information. This includes the total number of visitors, the pages viewed, and other anonymous information. We use this information to make your experience on our website as smooth as possible and to allow us to make any necessary improvements.

## Emails

To enable us to determine which of our emails are more interesting to our users, our emails may contain a single tracking pixel to allow us to see whether emails are opened and also which links people click the most. The pixel will be deleted when you delete the email.

If you do not wish the pixel to be downloaded to your device, please set your email client to receive plain text emails from us.

You can unsubscribe from email by clicking the unsubscribe link in our most recent email at any time.

## How do you contact us regarding your information?

You can send anonymous donations simply by sending your donation to us at the address found at the bottom of this privacy statement. If you do not give your name and address we will be unable to thank you or send a receipt.

If at any time you change your email or postal address, or if any of the other information we hold is inaccurate or out of date, please contact us.

If you would like to receive our email newsletter, please use the sign up page on this site; or if you wish to unsubscribe from any of our mailings, please contact us to confirm your full name, address, and e-mail address.

If you would like to discuss any of this in further detail, please email us at:  
[support@ethiopiaid.org.uk](mailto:support@ethiopiaid.org.uk) .