



Policy name:	Magic Me Privacy Policy
Approved date:	21/10/24 (reviewed alongside policy 30/12/25)

Magic Me customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Magic Me is the data controller and below are the contact details for our Data Protection Officer:

Name: Ben Butcher
 Address: Magic Me, Pott Street, London E2 0EF
 Email: info@magicme.co.uk
 Phone: 02032226064

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery and third party referrals**:

- Names and contact details
- Addresses
- Service use history
- Payment details (including card or bank information for transfers and direct debits)
- Information relating to compliments or complaints

We collect or use the following information to **receive donations or funding and organise fundraising activities**:



- Names and contact details
- Addresses
- Payment or banking details
- Donation history
- Tax payer information (for Gift Aid purposes)

We collect or use the following personal information for **service updates or marketing purposes**:

- Names and contact details
- Marketing preferences
- Recorded images, such as photos or videos
- Purchase history
- Donation history
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following personal information to **comply with legal requirements**:

- Name
- Contact information
- Identification documents
- Financial transaction information
- Health and safety information
- Criminal offence data

We collect or use the following personal information for **recruitment purposes**:

- Contact details (eg name, address, telephone number or personal email address)
- Date of birth
- National Insurance number
- Copies of passports or other photo ID
- Employment history (eg job application, employment references or secondary employment)
- Right to work information
- Details of any criminal convictions (eg Disclosure Barring Service (DBS), Access NI or Disclosure Scotland checks)

We also collect or use the following information for **recruitment purposes**:

- Racial or ethnic origin
- Health information
- Sex life information
- Sexual orientation information

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Address
- Payment details
- Account information
- Purchase or service history



- Witness statements and contact details
- Relevant information from previous investigations
- Customer or client accounts and records
- Financial transaction information
- Information relating to health and safety (including incident investigation details and reports and accident book records)

We also collect or use the following information for **dealing with queries, complaints or claims**:

- Racial or ethnic origin
- Religious or philosophical beliefs
- Health information
- Sex life information
- Sexual orientation information

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- Your right of access - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- Your right to rectification - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- Your right to erasure - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- Your right to restriction of processing - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- Your right to object to processing - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.



To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods, including delivery and third party referrals** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Vital interests – collecting or using the information is needed when someone's physical or mental health or wellbeing is at urgent or serious risk. This includes an urgent need for life sustaining food, water, clothing or shelter. All of your data protection rights may apply, except the right to object and the right to portability.

Our lawful bases for collecting or using personal information to **receive donations or funding and organise fundraising activities** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability.

Our legitimate interests are:

- We collect information in order to keep donors and interested parties up to date with our activities and campaigns.

Our lawful bases for collecting or using personal information to **comply with legal requirements** are:

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.



- Vital interests – collecting or using the information is needed when someone’s physical or mental health or wellbeing is at urgent or serious risk. This includes an urgent need for life sustaining food, water, clothing or shelter. All of your data protection rights may apply, except the right to object and the right to portability.

Our lawful bases for collecting or using personal information for **recruitment purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- Vital interests – collecting or using the information is needed when someone’s physical or mental health or wellbeing is at urgent or serious risk. This includes an urgent need for life sustaining food, water, clothing or shelter. All of your data protection rights may apply, except the right to object and the right to portability.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Legal obligation** – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- **Vital interests** – collecting or using the information is needed when someone’s physical or mental health or wellbeing is at urgent or serious risk. This includes an urgent need for life sustaining food, water, clothing or shelter. All of your data protection rights may apply, except the right to object and the right to portability.
- **Public task** – we have to collect or use your information to carry out a task laid down in law, which the law intends to be performed by an organisation such as ours. All of your data protection rights may apply, except the right to erasure and the right to portability.

Where we get personal information from

- Directly from you
- Schools, colleges, universities or other education organisations

How long we keep information

Personal data is retained for 6 years from the end of the relevant financial year unless otherwise specified in Data Impact Assessments. Individual projects or functions may have specific retention periods documented in these assessments.



Who we share information with

Data processors

Beacon CRM:

We use Beacon CRM to manage and maintain records of our donors, partners, volunteers, and beneficiaries. Personal data stored in Beacon CRM includes contact information, donation history, and engagement with our organisation. We retain personal data in Beacon CRM for a period of 5 years (measured from data of last active use), after which it will be securely deleted.

Xero:

Xero is our chosen platform for managing personnel records, payroll, and financial transactions. Personal data stored in Xero may include employee details, supplier and customer payment information, and contact details. We retain personal data in Xero for a period of 6 full financial years in line with statutory financial and HR retention periods.

Google Workspace:

We use Google Workspace for email communication, document storage, and collaboration among our team members. Personal data stored in Google Workspace may include email correspondence, documents containing personal information, and calendar appointments. We retain email correspondence and calendar appointments while colleagues are with the organisation, three months after which data is deleted. Personal data stored via documents in Google Workspace is securely deleted seven calendar years after the date of last use.

Mailchimp:

Mailchimp is our platform for managing marketing communications and updates to our community. Personal data stored in Mailchimp includes email addresses and preferences for receiving communications from us. We retain personal data in Mailchimp for as long as you remain subscribed to our mailing list or until you opt out. You can unsubscribe from our mailing list at any time by following the instructions provided in our communications or by contacting us directly.

Others we may share personal information with

- Charities and voluntary organisations
- Care providers
- Organisations we need to share information with for safeguarding reasons
- Legal bodies or authorities
- Organisations we're legally obliged to share personal information with
- Current employers
- Previous employers



Sharing information outside the UK

Where necessary, our data processors may share personal information outside of the UK. When doing so, they comply with the UK GDPR, making sure appropriate safeguards are in place.

For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please contact us using the contact information provided above.

Organisation name: Google

Category of recipient: Data management

Country the personal information is sent to: Europe

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

Organisation name: Xero

Category of recipient: Data management

Country the personal information is sent to: Servers are located globally

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated

4 September 2024