**Legitimate Interests Balancing Exercise**

**Activity to be assessed:** Letter to lapsed lottery members

**Prepared by:** Felicity Ransom, Marketing & Database Manager

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| **Processing of an individual’s data** | **Do we have a legitimate interest, taking account of the individual’s reasonable expectations?** | **Are we sure we aren’t overriding their fundamental rights?** | **Are we confident we pass the legitimate interest test?** |
| We want to contact lapsed lottery members to ask them to reactivate their lottery membership.  The mailing list will be compiled of any lottery member who cancelled their membership any time between 1st January 2018-31st December 2019 and who paid either by Direct Debit, debit card, postal or standing order.  Excluding:   * Under 16s * Postal Opt Outs * FPS registered * No Requests * Newsletter only – no other mailing * Any supporter who is in the Autumn 2020 newsletter mailing list | Yes, we have a legitimate interest.  Sending the letter is direct marketing, which may be considered a legitimate interest.  The individuals would reasonably expect us to send the letter because:   * They were a lottery member in the recent past * In the acknowledgement of their initial membership they were informed that we will send them communications about fundraising. * They were directed to our privacy policy and directed on how to opt out of further communications and have not done so. | Yes, we are sure that we are not overriding their fundamental rights.  The individuals have not objected to receiving direct marketing.  The letter we want to send is relevant to their previous interest in the hospice lottery.  It doesn’t place the individuals under undue pressure to donate and will be timed so that the same individual doesn’t receive other mailings or appeals from Bolton Hospice during the month in which it is sent.  Information about how to opt out of further communications will be included in the letter.  We will manually remove from the mailing list anyone we believe to be in vulnerable circumstances, in line with guidance from the Institute of Fundraising. | Yes |

**Approved by: Alice Atkinson, Director of Income Generation & Communications**  
**Date:** 20.7.20