

The following privacy policy sets out how we collect, store and use your personal information. We do update our policy, so be sure to check back occasionally. Should you wish to talk to us or ask any questions about the policy then please contact us on hello@eyesofafrica.org.

Who are we?

Our full, registered name is Eyes Of Africa. We are a South African based charity, entirely funded by our supporters and donors. We are a registered charity, our registration number is 265-738 NPO. Eyes Of Africa's registered to PO Box 491, Noordhoek, 7979.

We aim to never contact you unless you have given us your express permission to do so. But if you'd like to change how you hear from us, or no longer want us to contact you at all, then you can unsubscribe using the unsubscribe link in any of the emails you have received from us. Alternatively, you can always contact us to discuss this policy or to update your contact preferences/unsubscribe by emailing hello@eyesofafrica.org.

When you tell us that you no longer want to hear from us for marketing purposes, please be aware that we may still need to contact you for administration purposes – for example, regarding a donation you make, or to provide you with information you have requested.

How does Eyes Of Africa collect personal information?

Directly from you

- When you interact with us, such as; when you donate, campaign action or attend an event.
- When you visit our website we may gather information, such as which pages you visit or how long you spend reading a page. This data helps us to improve your online experience, for example; by adding new features, or removing elements that make the website difficult to use. We may also use data and insights to help inform the choice of words and images that appear on the site, in order to improve visitors' response.

Indirectly from you

- When you interact with third parties such as when you donate through a third-party website and give your permission for your personal information to be shared with us. Similarly, if you engage with us on social media and messaging services like Facebook, Instagram, LinkedIn you might give us permission to access personal information from those accounts. The data we are given access to by social media services will vary, but will always be in line with the terms of that service.

What personal information does Eyes of Africa collect and what is it used for?

hello@eyesofafrica
(071) 821 2766
Cape Town, Western Cape
Reg. Charity No. 265-738 NPO

The personal information that is collected and stored will depend on how you interact with us and which information you choose to supply. It is likely to include your name and email address as a minimum, but may also include your address, contact number, contact preference and company details.

We may also collect personal information about the donations you make to us, any actions you take as part of a campaign for us, or events that you register for or participate in, and details from any interactions with our team.

We will always only process and store your personal information within certain criteria, some examples of which are as follows:

- To keep an accurate record of your relationship with you and any specific actions you have taken eg. donating, volunteering, fundraising etc.
- To contact you with a query or information you have requested.
- To process your donations and/or to thank you for them.
- To process an application to work or volunteer with us in any capacity.
- To let you know about our latest news, updates and share with you how you can help. We'll only contact you if you've given us permission to do so. With the exception of donation receipts/admin and thank yous, all communication is optional and must be subscribed to by the user. You can opt out at any time.
- To analyse and improve our website, services, products or information we provide to you.
- To measure the effectiveness of our marketing communications.
- To reach you and identify other similar people like you on social media who we believe would be interested in Eye's of Africa, and to show them our content.
- To provide you with the services, products or information you have requested, or that we feel would be of interest to you, and reasonably expected by you.
- To understand our supporters better and develop audience propositions, this may involve analysing your personal information or combining it with publicly available information in order to create supporter 'profiles'.
- To analyse and report on trends in our supporters' behaviour that helps us to understand our supporters better, and predict future behaviour, so that we can engage with you in an appropriate and efficient way.
- To send you an email to see if there is any help we can give or any problems you encountered, for example when you enter information into a form on our website and start but don't complete a form, make a donation or purchase.
- To reach you with our latest news and information about how you can help support our work/programmes via online adverts on other websites, based on your visit to our website.



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