

Contacting Supporters

Support Telecom's programme has resulted in some charity partners being concerned as to whether they are able to contact their supporters, suppliers or customers in order to introduce Support Telecom to them for the purpose of benefiting the charity partner.

There is often confusion over regulatory and data protection issues. The preferred method of contact is through email, but it is possible that contact could also be through leaflets about the programme through the post.

In the first instance it is worth noting that Support Telecom only wants introductions to a charity partner's business contacts and the following notes relate to communication with such business contacts.

It is correct that electronic communications, which include email, are regulated under the Privacy & Electronic Communications (EC Directive) Regulations 2003, however, the only requirements of these regulations that would apply to emails sent by a charity partner to its supporters, suppliers or customers that are companies, would be for the email to identify the charity partner as the sender and provide their contact details.

There would not be any data protection issues as any data (email addresses and contact details) would relate to businesses and be provided in that context. Where a supporter etc. responds positively to Support Telecom's programme and agrees to Support Telecom contacting them direct, a charity partner will be entitled to forward the contact information to Support Telecom as they will have the consent of the business to do so.



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