

FUNDRAISING PREFERENCE SERVICE

CONTROL YOUR COMMUNICATIONS



The Fundraising Preference Service (FPS) is a website-based service being developed by the Fundraising Regulator. It will allow members of the public to end direct marketing communications from charities they specify through a central system. The service will give the public greater control over the communications that they choose to receive from charities. A supporting helpline will also be available to help those who cannot access the service online.

The service will launch in summer 2017. It will:

- 1** Help a member of the public if they are unhappy about being contacted by a specific charity or charities and would like to stop direct marketing communications.
- 2** Support those who struggle to manage their charity communications, including vulnerable members of the public.
- 3** Help charities to ensure their campaigns are targeted effectively by ensuring that individuals who do not wish to receive further communications are removed from their lists.

WHAT DO I NEED TO DO NOW?

- >>> Check our website for more details and FAQs on FPS:
www.fundraisingregulator.org.uk**
- >>> Sign up to receive Fundraising Regulator communications (via newsletter and Twitter) on our website**
- >>> Pass this leaflet on to relevant people in your organisation**

INFORMATION FOR CHARITIES

Does my charity have to take part in FPS?

Yes. The FPS is a key part of the Fundraising Regulator's remit to restore public trust and confidence in the sector by ensuring that individuals can easily stop direct marketing communications from a charity. Individuals have a legal right under the Data Protection Act to prevent processing for direct marketing purposes and organisations have a legal duty to comply with such a request within a reasonable period.

Why do we need FPS as well as our own system for managing communications and complaints?

The Fundraising Regulator encourages the public to manage their relationship directly with the charity itself where possible. We understand the efforts that many charities are taking to improve their communication processes and ensure that they have up to date consent. However, we also recognise that some people may still want to stop charity communications for a range of reasons, and FPS is designed to help them do this.

How will you ensure the Service works with my charity's systems and with the public?

We are consulting widely with stakeholders to design and test the

FPS. This includes:

- Workshops and user testing with specific stakeholder groups (core database suppliers, a range of large and small charities, charities that work specifically with vulnerable people)
- A general consultation by email which allows charities and the public to voluntarily give feedback each week on key questions as the system develops.

What will this service not do?

A member of the public will not be able to stop communications from **all charities** in England and Wales by simply registering on the system.

Individuals will be able to:

- identify particular charities from which they want to stop communications
- select specific forms of communication that they wish to stop (e.g. telephone calls, emails or addressed mail)
- process up to 3 requests linked to individual organisations within one session on the FPS portal

The FPS will also signpost the Telephone Preference Service and the Mail Preference Service to individuals who wish to stop unsolicited phone calls or mail from **all types** of organisations.

What kinds of communication will this service stop?

The FPS will help a member of the public to stop direct marketing communications that they receive from any specific charity registered in England and Wales, or exempt higher education institutions.

More information on what communications are defined as direct marketing can be found on the Information Commissioner's Office website and in their Direct Marketing guidance: www.ico.org.uk

Will my charity be charged to access this service?

No. The FPS will be paid for by the Fundraising Regulator from the funds raised by the Levy which it operates.

ANY FURTHER QUESTIONS?

If you have other questions, please let us know. While we may not be able to answer individual questions, we will regularly add to the FAQs held on our website.

Please contact:

fps@fundraisingregulator.org.uk

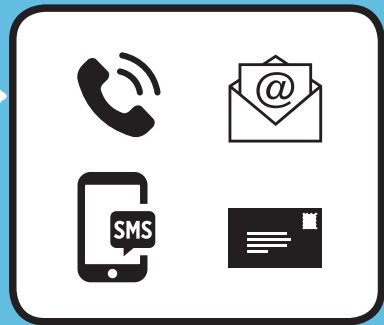
HOW WILL THE SERVICE WORK?



START



Find Charity



Select Channels



Enter Personal Details

Submit



Receive confirmation email or SMS

CHARITIES: HOW TO ACCESS AN FPS REQUEST

2000 charities* spending most on public fundraising

1. These organisations will be contacted in April to get them set up on FPS portal before it is launched to the public in July.

All other registered charities

1. These will be contacted (via the email address held by the Charity Commission) on receipt of their first FPS request.

2. Set up will include:

- Naming 2-3 individuals to access charity FPS portal.
- Choosing how you wish to be alerted to new requests.
- Uploading charity logo (optional).
- Drafting 200 character purpose statement (optional).

3. Additional support available will include:

- Webinars
- Guidance videos
- Helpline

* And exempt higher education institutions and national museums and galleries