



FUNDRAISING
PREFERENCE
SERVICE



FUNDRAISING
REGULATOR

CONTROL YOUR COMMUNICATIONS

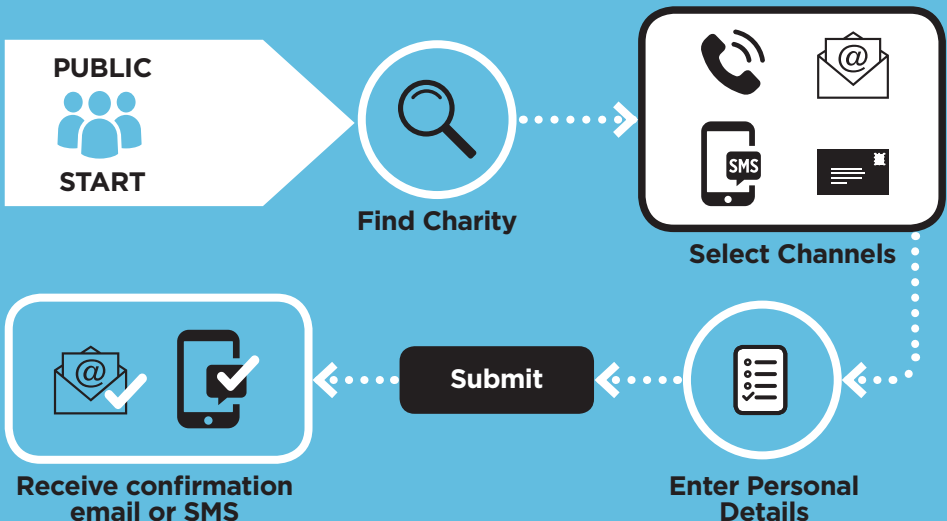
www.fundraisingpreference.org.uk

The Fundraising Preference Service (FPS) is a website-based service operated by the Fundraising Regulator. It allows members of the public to end direct marketing communications from specified charities. The service has been developed to give the public greater control over the communications that they choose to receive from charities. A supporting helpline is also available to help those who cannot access the service online: **0300 3033 517**.

The service can:

- 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 communications from charities, 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.

HOW DOES THE SERVICE WORK?



What kinds of communication does this service stop?

Direct marketing communications received from any specific charity registered in England and Wales* and from exempt organisations (higher education institutions, and museums and galleries).

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

**The FPS will be extended to Northern Ireland in early 2018.*

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 remove consent to be contacted by 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.

Will my charity be charged to access this service?

No. The FPS is paid for by the Fundraising Regulator from the funds raised by the Regulator's levy.

What does the 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 **can**:

- identify particular charities from which they want to stop communications
- add up to three charities per request
- select specific forms of communication that they wish to stop (e.g. telephone calls, texts, emails or addressed mail)

The FPS also signposts 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 will happen if a charity does not action a suppression request?

Charities have 28 days to action a request.

If an individual receives another direct marketing communication 28 days after submitting an FPS request, they can take the following steps:

1. Revisit the FPS website and send a 'follow up' request. A further message will then be sent to the charity highlighting that the individual has continued to receive direct marketing communications
2. If the follow up request is not actioned, use the Fundraising Regulator's online complaint form to submit a complaint against the charity, referencing a breach of the Code of Fundraising Practice*

**The Code of Fundraising Practice specifies that charities must stop sending direct marketing communications to individuals where a request is made through the FPS.*

The Fundraising Regulator may also notify the Information Commissioner's Office of a potential breach of the Data Protection Act 1998 if a charity fails to comply with an individual's request.

If a charity does not do any public fundraising, are they still likely to receive an FPS request?

All charities registered in England, Wales and Northern Ireland are identifiable through the FPS regardless of fundraising expenditure or current direct marketing campaigns.

Although some charities may not undertake public fundraising, this does not necessarily mean the FPS registration is a mistake. The member of the public may have submitted the FPS request because they do not want to receive any type of communication from the charity or in case direct marketing is undertaken in the future. In any case, the FPS suppression request must be upheld and communications ceased.

Why can't you send me the details of the individual who has made the suppression request directly?

We need to ensure that the details of members of the public who use the FPS remain secure. For this reason, we require all charities to create an account and log into a password protected portal to view their suppressions.

If you have further questions, please check our website for FAQs on the service. You can also email us at fps@fundraisingregulator.org.uk

ACCESSING AN FPS SUPPRESSION REQUEST

Charities will be contacted by the Fundraising Preference Service on receipt of their first suppression request.

If the charity is not already set up on the system, they will be contacted via the email that they have used to register with the Charity Commission. If we do not receive a response, we will also try to make contact using other publicly available contact information.

To get set up on the FPS portal, charities will need to:

- Nominate/identify up to 3 administrators/users
- Choose how you wish to be alerted to new requests
- Upload a charity logo (optional)
- Add a 200-character description to help users identify the correct organisation (optional)

Additional support is available at
fps-support@fundraisingregulator.org.uk



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