



MARKETING POLICY

SNAPS YORKSHIRE CIO

July 2026

Introduction

This policy outlines how SNAPS will communicate with our supporters and other stakeholders and relates directly to the marketing section of our current Privacy Statement which can be found here - [Privacy Statement - SNAPS Yorkshire CIO](#)

Background

Historically, we have been able to communicate with/market to our stakeholders under the lawful basis of 'legitimate interest' for non-electronic communications (so phone and post). Though we have had to gain explicit consent to communicate electronically (e-mail and SMS).

Since the 5th of February 2026, there has been a key shift from the Data (Use and Access) Act 2025, which amends UK GDPR and PECR (the rules governing email/SMS marketing) and now charities can send marketing emails without explicit consent in certain situations.

SNAPS may rely on the 'charitable purposes soft opt-in' where the legal conditions are met and where doing so aligns with individuals' reasonable expectations and ICO guidance. In addition, ALL of the below conditions must apply:

- They have expressed interest in your charity or supported you (e.g. donation, event sign-up, volunteering).
- You collected their contact details directly.
- The email is only about your charitable purposes (e.g. fundraising, services, impact).
- You gave them a clear opt-out at the point of data collection.
- Every email includes an easy way to unsubscribe from future communications.

This is called the charitable purposes soft opt-in.

In line with the above, we can legally contact past service users of SNAPS and previous donors who have not given us explicit consent to do so, under the lawful basis of legitimate interest via post or telephone to inform them about our services and upcoming activities/appeals etc. We must however always ensure there is a clear option provided to all individuals to opt out of any and all future communications.



There are also additional considerations for any telephone marketing in that for this to take place under the lawful basis of 'legitimate interest' any calls must be live (person to person) and not automated. As the only people we would be contacting would be individuals who have engaged with SNAPS previously and this would not be on a regular basis, SNAPS has assessed the risk of inappropriate outbound telephone marketing as low. After consideration of the above, SNAPS has made the decision not to screen against the Telephone Preference Service (TPS) however this will be reviewed annually or if activity levels increase.

Following recent changes, we can also contact individuals who 'show an interest in our work' from February 2026 onwards via electronic communications (e-mail and SMS) without their explicit consent.

In all these circumstances we must always ensure there is a clear option provided to individuals to opt out of any and all future communications.

SNAPS will take reasonable steps to ensure that individuals registered with the Fundraising Preference Service (FPS) are not contacted for marketing purposes. Where notifications are received, these will be actioned promptly.

Legitimate Interests and Direct Marketing

Legitimate interests remains a flexible lawful basis under UK GDPR and may be appropriate where processing is necessary, proportionate, and aligned with individuals' reasonable expectations.

SNAPS will apply the ICO's three-part legitimate interests test:

- identify a clear legitimate purpose
- ensure the processing is necessary
- balance this against individuals' rights and freedoms

Direct marketing can be carried out under legitimate interests where permitted under the Privacy and Electronic Communications Regulations (PECR). Where PECR requires consent (for example, for certain electronic communications), consent will be obtained.

When relying on legitimate interests for marketing, SNAPS will consider:

- the individual's relationship with the charity
- how recently they have engaged with us
- whether they would reasonably expect to hear from us
- the potential impact on their privacy

As a general principle, SNAPS will limit marketing contact without explicit consent to individuals who have engaged with us within the previous two



years, unless there is a clear and documented justification to extend this period.

An example is given below of how we can weigh up whether we have grounds to contact individuals under 'legitimate interest' for different purposes:

Example: Applying the Legitimate Interests Assessment (LIA)

This example reflects SNAPS' application of the ICO's three-part legitimate interests assessment for direct marketing under UK GDPR and PECR.

Processing of an individual's data	Purpose and legitimate interest	Necessity test	Balancing test (impact on individual)	Conclusion
We propose to send an email newsletter and fundraising appeal to individuals who have donated to or attended SNAPS sessions within the past two years.	SNAPS has a legitimate interest in engaging supporters and generating voluntary income to sustain services for children with additional needs and their families. Direct marketing by email may be carried out where permitted under PECR, including where the charitable purposes soft opt-in applies.	Email communication is a proportionate and efficient method of engagement, particularly where individuals have provided their email address directly and engaged with SNAPS. It allows us to share updates and opportunities to support our work in a timely and cost-effective way.	Individuals would reasonably expect contact, as they have engaged with SNAPS recently and provided their contact details directly. They were provided with clear privacy information at the point of data collection, including the opportunity to opt out. The communication relates directly to SNAPS' charitable purposes and is not excessive or intrusive. A clear and simple unsubscribe option is included in every email. We have considered whether the individual would	We are satisfied that this processing is necessary, proportionate, and does not override the rights and freedoms of the individual. Where the charitable soft opt-in conditions are met, SNAPS can rely on legitimate interests as the lawful basis for this processing.



			be likely to object and judge this risk to be low.	
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Use of soft opt-in and consent

Where SNAPS relies on the charitable purposes soft opt-in, individuals are given the opportunity to opt out rather than opt in. Where consent is required (for example where contact details are obtained from a third party), SNAPS will obtain explicit opt-in consent before sending electronic marketing communications.

Recommendations

From June 2026 SNAPS may contact individuals who have provided their contact details directly to us and who have shown an interest in our work, (via a donation, a positive communication, attendance at an event or service or query about our work), where the conditions of the charitable soft opt in under PECR are met, unless the individual has explicitly opted out.

In these circumstances, SNAPS will rely on legitimate interests as our lawful basis under UK GDPR, ensuring that any communications are appropriate, relevant and in line with individuals' reasonable expectations and their relationship with us. This aligns with our belief that individuals accessing SNAPS' services or engaging with our work should be able to hear more from SNAPS.

Where we rely on soft opt-in and legitimate interests, SNAPS will retain individuals on our marketing lists for a reasonable period, taking into account the nature of their relationship with us, their level of engagement and what they would reasonably expect.

Due to the nature of our systems and resources, SNAPS does not always track individual engagement at a detailed level. Instead, we apply periodic list reviews and reasonable judgement to ensure that communications remain relevant, proportionate and in line with individuals' expectations.

As part of this approach, SNAPS may:

- Reduce the frequency of communications to certain groups
- Remove or suppress contacts over time where appropriate
- Refresh consent or preferences where necessary

All individuals will be provided with a clear and simple way to opt out of communications at all times, and any opt-out requests will be actioned promptly.



Where contact details are provided to us via a third party, for example via Enthuse, We will continue to use a consent based approach for e-mail/SMS communications unless further clarification is provided.

Procedure

Every initial communication with an individual who provides us with their contact details directly, across all SNAPS' services should include the opportunity to opt out of marketing communications where the soft opt in applies. During this initial communication SNAPS will make clear to an individual why the charity is collecting their personal details, what they will be used for and how the organisation will contact them by providing a link to the 'Privacy Statement'. At this point people will also be informed we may contact them with marketing about SNAPS' work based on their relationship with us, unless they opt out (if the soft opt in applies).

Where contact details are gained via a third party a consent based approach will be used for electronic communications. These communications should be in line with ICO recommendations that consent is:

- Fully informed and specific – i.e. the charity will clearly state what we want to market them and how.
- Freely given – i.e., the charity will not make consent to a condition or receipt of a product or service e.g. making a donation dependant on ability to market to an individual.
- Include a genuine choice – i.e. the charity will ensure that both opt in and opt out options must be clearly present on any first communication.
- Show a positive indication of consent – i.e. the charity will be able to evidence that a positive indication has been given by the individual to market them.

Data capture wording

To ensure the approach is consistent, the wording below should be used.

For all areas where SNAPS collects individual's contact details directly:

Option 1: For SNAPS' families/service users –

As a charity that is 100% funded by the community, your support is vital. Together we can help more local families. However, we can only achieve this if we can let you know how your support is making a difference. If we can't get in touch with you, the stories of the children and families your support is helping will go untold. We won't be able to alert you of upcoming events, local need and appeals for help will go unheard and unsupported. Staying in touch helps us share opportunities to support more families. That is why we are



asking you to show your support by receiving some if not all our communications. Staying in touch is a great way to show you care. And you can do so really easily by joining SNAPS' mailing list. In doing so, you will hear more about how our services may be able to help you. Be the first to hear about our latest events, updates and campaigns and find out more about how you can help support our vital work.

We will use your details to keep you updated about SNAPS' work, services and fundraising. Emails and SMS are the most cost-effective way for us to do this.

If you would prefer not to hear from us via any specific method, please tick here.

- ☐ *No thank you, I don't wish to hear from you by email*
- ☐ *No thanks, please don't contact me by post*
- ☐ *No thanks, please don't contact me by telephone*

You can update your preferences or unsubscribe from marketing at any time by getting in touch – fundraising@snapsyorkshire.org

Option 2: For staff, volunteers, donors and people interacting with the organisation in other ways.

As a charity that is 100% funded by the community, your support is vital. Together we can help more local families. However, we can only achieve this if we can let you know how your support is making a difference. If we can't get in touch with you, the stories of the children and families your support is helping will go untold. We won't be able to alert you of upcoming events, local need and appeals for help will go unheard and unsupported. Staying in touch helps us share opportunities to support more families. That is why we are asking you to show your support by receiving some if not all our communications. Staying in touch is a great way to show you care. And you can do so really easily by joining SNAPS' mailing list. Become part of a community of action passionate about ensuring more local people have access to SNAPS' services. Hear about our latest events, news, service updates and campaigns and how you can help support our vital work.

We will use your details to keep you updated about SNAPS' work, services and fundraising. Emails and SMS are the most cost effective way for us to do this.

If you would prefer not to hear from us via any specific method, please tick here.

- ☐ *No thank you, I don't wish to hear from you by email*
- ☐ *No thanks, please don't contact me by post*
- ☐ *No thanks, please don't contact me by telephone*



You can update your preferences or unsubscribe from marketing at any time by getting in touch – fundraising@snapsyorkshire.org

For all areas where SNAPS collects individual's contact details via a third party:

As a charity that is 100% funded by the community, your support is vital. Together we can help more local families. However, we can only achieve this if we can let you know how your support is making a difference. If we can't get in touch with you, the stories of the children and families your support is helping will go untold. We won't be able to alert you of upcoming events, local need and appeals for help will go unheard and unsupported. Staying in touch helps us share opportunities to support more families That is why we are asking you to show your support by receiving some if not all our communications. Staying in touch is a great way to show you care. And you can do so really easily by joining SNAPS' mailing list. Become part of a community of action passionate about ensuring more local people have access to SNAPS' services. Hear about our latest events, news, service updates and campaigns and how you can help support our vital work. Please let us know below how you'd like to hear form us.

- ☐ *I am happy to hear from you by email*
- ☐ *I am happy to hear from you by SMS*

- ☐ *No thanks, please don't contact me by post*
- ☐ *No thanks, please don't contact me by telephone*
- ☐ *No thanks, please don't contact me by e-mail*
- ☐ *No thanks, please don't contact me by SMS*

You can update your preferences or unsubscribe at any time by getting in touch – fundraising@snapsyorkshire.org By returning this form you confirm that the above details are correct, you have read and accept SNAPS' Privacy Statement and any terms and conditions. All of which can be found on our website - <https://www.snapsyorkshire.org/>

Variations of wording

It is acknowledged at times space may be limited, for example on a printed form or there may be restrictions on what text can be included if using a third party to collect information. In these cases a version of the above wording should be used and it is essential the wording is in line with regulations and meets the criteria for the lawful basis in which we are processing the data.

Any variations of the above text should be approved by a member of the senior team.



Opt-outs

Any and all marketing communications should offer a clear opportunity for individuals to opt out of receiving communications from SNAPS. The type of opt out will depend on the communication channel being used.

Opt-out wording

The following wording or a version of should be included in all marketing communications with stakeholders...

You are receiving this communication because you have engaged with SNAPS, our services, events and/or fundraising.

If you wish to stop hearing from us, please click here or e-mail us at please email us at: fundraising@snapsyorkshire.org

During any marketing telephone calls, SNAPS' team members should communicate with individuals about their communication preferences and give them the option to opt out/update these.

Recording Preferences

SNAPS has a clear and consistent process to ensure all individual's marketing preferences and consents are recorded accurately within the fundraising CRM system and these should be updated at every relevant point, for example should a supporter contact us and ask to be removed from the mailing list or opt in or out of a specific communication method. Any copies of consent forms etc should be saved and attached to an individual's record for future proof should it be needed. It is the responsibility of any employee, contractor, volunteer or trustee to ensure this information is recorded accurately and passed onto the Fundraising team to be added onto the CRM in a timely fashion.

Training

All relevant staff and volunteers will receive guidance on lawful marketing and handling of consent and preferences.

Complaints

Any concerns about marketing communications should be directed to the Head of Fundraising in the first instance and will be handled in line with SNAPS' complaints procedure.

Drafted: 10 th June 2026 Approved By Board: 15 th July 2026 Next Review Date: July 2027
