

Privacy Statement – Online

Document Control

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INTRODUCTION AND GENERAL TERMS

The aim of this privacy policy is to explain to you how we process your data. This includes the collection, usage, disclosure, transfer, storage and disposal of your data.

The Devon Air Ambulance Trust and its wholly owned subsidiary The Devon Air Ambulance Trading Company Limited (collectively known as Devon Air Ambulance or DAA) is committed to protecting your personal information when you are using our services. This Privacy Statement relates to our use of any personal information that we collect from you when using our website and online services. It also relates to our use of any personal information you provide to us by phone, SMS, email, in letters and other correspondence and in person.

This Privacy Statement explains the following:

- WHO ARE WE?
- WHAT INFORMATION WILL DAA COLLECT ABOUT ME?
- HOW WILL DAA USE THE INFORMATION IT COLLECTS ABOUT ME?
- WHEN WILL DAA CONTACT ME?

CONTACT FOR EMAIL UPDATES, FUNDRAISING AND SUPPORTER COMMUNICATIONS

At Devon Air Ambulance, our supporters make our lifesaving work possible. When we contact you, we want it to feel helpful, relevant, and respectful.

Using the Soft Opt-In for Supporter Communications

From 6 February 2026, the Data (Use and Access) Act 2025 allows us to use the soft opt-in to contact you without explicit consent when: you previously provided your email while supporting us; the emails relate only to our charitable work; and all messages contain an unsubscribe option.

Our Legal Basis for Email Contact

Where the soft opt-in applies, we rely on Legitimate Interests under UK GDPR. Otherwise, we seek explicit consent.



Your Choice — Opting Out Anytime

You may unsubscribe at any time using the link in our emails or by contacting info@daat.org. Essential operational messages will still be sent.

- WILL DAA SHARE MY PERSONAL INFORMATION WITH ANYONE ELSE?
- PROFILING AND SEGMENTATION
- TARGETED ADS ON SOCIAL MEDIA
- OFFENSIVE OR INAPPROPRIATE CONTENT SENT TO DAA
- WHAT IF I AM AGED UNDER 18?
- HOW DO WE SECURE YOUR PERSONAL INFORMATION?
- HOW LONG WILL DAA KEEP MY INFORMATION?
- YOUR RIGHTS UNDER THE UK GDPR
- CHANGES TO DAA'S PRIVACY STATEMENT

DAA is committed to safeguarding your personal information. Whenever you provide such information, we are legally obliged to use your information in line with all applicable laws concerning the protection of personal information, including the Data Protection Act 2018 (DPA2018), the UK General Data Protection Regulation (UK GDPR), the Privacy & Electronic Communication Regulation (PECR) and other associated legislations.

DAA website may contain hyperlinks to websites owned and operated by third parties. Data Protection obligations for these websites are managed by the website's owner, who will have their own privacy policies. Please refer to the website's own privacy statement and cookies policy to learn how they process your data.

To view our cookies policy please [click here](#).

WHO ARE WE

DAA is a registered charity (Registered Charity Number: 1077998). We aim to relieve sickness and injury in and around the county of Devon through provision of an emergency Air Ambulance service.

We are registered as a Data Controller with the ICO (Devon Air Ambulance Trust Z7532220 / Devon Air Ambulance Training Company ZA205150).

Our contact details are as follow:

Devon Air Ambulance
5 Sandpiper Court



Harrington Lane
Exeter
Devon
EX4 8NS

Email: info@daat.org

Phone: +44 (0)1392 466 666

WHAT INFORMATION WILL DAA COLLECT ABOUT ME

When using our website, the personal information that we collect may include your browser details, IP address, and information regarding what pages you accessed.

DAA website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. This helps us to improve our website and deliver a better more personalised service.

When interacting with the DAA office, either by phone, email or a face-to-face visit, we may collect information including your name, address, email address and phone number.

When entering into a business agreement with DAA we may collect commercial information including your name, address, email address and phone number.

Please note that sometimes we may require you to provide additional personal information, and sometimes sensitive personal information. When we do this, we will provide further information about why we are collecting your information and how we will use it.

HOW WILL DAA USE THE INFORMATION IT COLLECTS ABOUT ME

DAA will use your personal information for a number of purposes including the following:

- to provide our services, activities, or online content, to provide you with information about them and to deal with your requests and enquiries.
- to provide you with the most user-friendly online navigation experience.
- to show you relevant advertising on third party sites where you have agreed to this.
- to contact you about a submission you have made.
- to use IP addresses and device identifiers to identify the location of users, to block disruptive use, to establish the number of visits from different countries, and to determine whether you are accessing our services from the UK or not; and
- for analysis and research purposes so that we may improve the services offered by DAA. This can include using geo-demographic information from external sources, where this helps us ensure we are providing the best service possible.

Where DAA proposes using your personal information for any other uses, we will ensure that we notify you first. Please see the section on Changes to DAA's Privacy Policy for details.

WHEN WILL DAA CONTACT ME

General contact

We may contact you in relation to any contact or enquiry that you submit to us when using our website and online services. This also relates to any personal information you provide to us by phone, SMS, email, in letters and other correspondence and in person.

Contact for email updates, Fundraising and Supporter Communications

At Devon Air Ambulance, our supporters make our lifesaving work possible. When we contact you, we want it to feel helpful, relevant, and respectful of the relationship you have with us.

Using the Soft Opt-In for Supporter Communications

From 6 February 2026, the Data (Use and Access) Act 2025 introduced a change that allows charities like us to use the "soft opt-in" for certain types of email communication. This means that we may contact you without explicit opt-in consent, but only when:



- you have shared your email address with us while supporting our charity – for example by donating, signing up to an event, volunteering, or otherwise showing interest in our work
- the emails we send relate only to Devon Air Ambulance activities, including fundraising appeals, event invitations, operational updates, volunteering opportunities, and information about how your support makes a difference
- every email includes a simple and clear unsubscribe option, which you have not previously used

We believe this approach helps us maintain a supportive connection with the people who enable our service, while continuing to protect your privacy and choices.

The charitable soft opt-in applies only where we obtained your email address after the 2026 law change, during an interaction where you expressed interest in or supported our charity.

Our Legal Basis for Email Contact

When the soft optin applies, we rely on Legitimate Interests under the UK GDPR to contact you.-in applies, we rely on Legitimate Interests under the UK GDPR to contact you.-in does not apply, we will only email you where you have provided clear consent.

You are always in control of how we contact you. You can opt out of fundraising or marketing emails at any time by:

- clicking the unsubscribe link in any email, or
- contacting us at info@daat.org

We will act on your request immediately. Unsubscribing from marketing messages will not affect essential service-related communications, such as donation receipts, event confirmations, or responses to enquiries.

WILL DAA SHARE MY PERSONAL INFORMATION WITH ANYONE ELSE

We will keep your information within DAA except where disclosure is required or permitted by law (for example to government bodies and law enforcement agencies) or as described in this section and the section concerning Offensive or Inappropriate Content.

Generally, we will use your information within DAA and will only share it outside DAA where you have requested it or given your consent.



Sometimes Devon Air Ambulance uses third parties to process your information on our behalf, for example to provide analysis. DAA requires these third parties to comply strictly with its instructions and DAA requires that they do not use your personal information for their own business purposes, unless you have explicitly consented to the use of your personal information in this way.

PROFILING AND SEGMENTATION

As a fundraising organisation, we undertake in-house research and from time to time engage specialist reputable agencies to gather information about you from publicly available sources, for example, Companies House, the Electoral Register, company websites, social networks such as LinkedIn, political and property registers and news archives.

We may also screen our database records to fast track the research using our trusted third-party partners. You will always have the right to opt out of this processing.

We may also carry out research using publicly available information to identify individuals who may have an affinity to our cause but with whom we are not already in touch. This may include people connected to our current major supporters, trustees or other lead volunteers.

We also use publicly available sources to carry out due diligence on donors in line with the charity's Gift Acceptance Policy and to meet money laundering regulations.

This research helps us to understand more about you as an individual so we can focus conversations we have with you about fundraising and volunteering in the most effective way and ensure that we provide you with an experience as a donor or potential donor which is appropriate for you.

We conduct this on the basis of Legitimate Interest.

If you would prefer us not to use your data in this way, please email us at info@daat.org or call us on [+44 \(0\)1392 466 666](tel:+44(0)1392466666).

TARGETED ADS ON SOCIAL MEDIA

We may use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For example:

- We use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information

here: <https://policies.google.com/privacy?hl=en>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

- **FACEBOOK** - <https://www.facebook.com/settings/?tab=ads>
- **GOOGLE** - <https://www.google.com/settings/ads/anonymous>
- **BING** - <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads/>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

OFFENSIVE OR INAPPROPRIATE CONTENT SENT TO DAA

If you post or send content which may reasonably be deemed to be offensive, inappropriate or objectionable anywhere on or to DAA websites, social media or communications channels, DAA Group may remove such content.

Where DAA reasonably believes that you are or may be in breach of any applicable laws, for example on hate speech, DAA may disclose your personal information to relevant third parties, including to law enforcement agencies or your internet provider. DAA would only do so in circumstances where such disclosure is permitted under applicable laws, including data protection law.

WHAT IF I AM AGED UNDER 18

If you are aged 18 or under, please get your parent or guardian's permission before you submit any personal information to DAA when using our website and online services. This also relates to any personal information you provide to us by phone, SMS, email, in letters and other correspondence and in person.

HOW DO WE SECURE YOUR PERSONAL INFORMATION

We use technical and organisational measures to protect your personal information from unauthorised processing, loss, destruction, or damage. Access is restricted to authorised personnel only.

HOW LONG WILL DAA KEEP MY INFORMATION

We will retain your personal information for as long as necessary to fulfil the purposes for which it was collected, or as required by applicable laws and regulations. The retention period may vary depending on the type of information and the specific legal or contractual obligations. For example, there is an HMRC requirement to retain Gift Aid declarations for a period of 6 years. Once the information is no longer needed, we will dispose it securely.

YOUR RIGHTS UNDER THE UK GDPR

- **Right to be informed:** organisations must tell individuals what data is being collected, how it's being used, how long it will be kept and whether it will be shared with any third parties.
- **Right of access:** individuals have the right to request a copy of the information that an organisation holds on them.
- **Right of rectification:** individuals can correct inaccurate or incomplete data.
- **Right to be forgotten:** in certain circumstances, individuals can ask organisations to erase any personal data stored on them.
- **Right of portability:** in some circumstances, individuals can request that an organisation transfer any data that it holds on them, to another company.
- **Right to restrict processing:** in some circumstances, individuals can request that an organisation limits its use of personal data.
- **Right to object:** individuals have the right to challenge certain types of processing, such as direct marketing.
- **Rights related to automated decision making, including profiling:** under most circumstances, individuals have the right to object to having decisions made about them by automated processes or profiling

To exercise any of the above rights please contact us via one of the following:

Devon Air Ambulance
5 Sandpiper Court
Harrington Lane
Exeter
Devon
EX4 8NS

Email: info@daat.org



Phone: +44 (0)1392 466 666

CHANGES TO DAA PRIVACY STATEMENT

This Privacy Notice may be updated from time to time so you may wish to check it each time you submit personal information to DAA. The date of the most recent revisions will appear on the top of this page. If you do not agree to these changes, please do not continue to use DAA websites to submit personal information to us. If material changes are made to the Privacy and Cookies Notice, for instance affecting how we would like to use your personal information, we will provide a more prominent notice (including, for certain services, email notification of Privacy Notice changes).

Please [click here](#) if you would prefer to download a pdf of this document.

Version Control

Version	Date	Revised by	Reason for change
1.0	31/10/23		
2.0	01/11/23	S Nairn	Review and Update
3.0	24/10/24	L Angell	Review and Updated with Profiling /Segmentation
4.0	18/11/25	L Angell	Review