

Privacy statement Fundraising

The data controller for the fundraising is Animal Disaster Team, provided by Global Action in the Interest of Animals (GAIA) vzw/asbl, established at rue du Houblon 43, 1000 Brussels, and registered at the CBE under number 0448.077.642.

In light of the European General Data Protection Regulation, we want to inform everyone we contact for fundraising purposes about the way we process personal data.

If you have any questions or comments regarding the information provided below, please contact us (see 'Our contact details' under point 7).

1. What personal data do we process within the context of our fundraising campaigns?

1.1. Personal data we process in the context of direct mail campaigns:

1. Title, name and address details
2. Language & gender
3. Email address and date of birth (if this information was provided voluntarily)
4. Telephone number
5. Personal preferences of people who make a donation or show an interest in our activities
6. For which fundraising campaigns or activities we contact you
7. Information about the received donations (date, amount, account number, possible direct debit)
8. We may also process other information that you provide spontaneously, such as your feedback related to our organisation or certain of our activities or campaigns.

1.2. Personal data in the context of online donations and digital tools

In the context of online donations and the use of digital fundraising tools (such as online forms or QR codes), we may process the following personal data:

1. IP address
2. Data you provide through an online donation form (such as name, contact information, and donation details)
3. Technical data required for the proper functioning and security of the tools used
4. Information about your interaction with the donation form (for example, whether a donation was started or completed)

1.3. Personal data we may process in the context of website use and digital campaigns:

1. IP address
2. Cookie ID
3. Internal user ID from an advertising platform
4. Estimated geolocation
5. CRM matching with social media

6. User profile
7. Website visits, user interactions, and click behavior

2. How did we obtain your contact data?

We obtained your contact data because:

- You made a donation to our organisation and have therefore been included in our database;
- you indicated that you want us to contact you (for example, by filling out a form on our website or at an event or demonstration).
- you indicated on testament.be that you are interested in a bequest to our organisation;
- we received your data for a specific fundraising campaign from a third party for once-only use. More information can be found in the privacy disclaimer on the letter.

If third parties provide us with address files for a specific fundraising campaign, we will use your personal data solely for that campaign, and your data will **only** be stored in our database if you make a donation as a result of that campaign.

3. What for and how do we use your personal data?

After you have made a donation to our organization, your data will be stored in our database for the following purposes:

- To ensure the correct administrative processing of your donation;
- to fulfil our obligations towards you and under tax legislation. This legislation requires us to record and retain donation details and donor information, and, if applicable, to provide you with a tax certificate;
- to keep you informed about our ongoing fundraising activities and projects.

In the context of fundraising campaigns, we will contact you by letter or telephone (unless you registered on the Robinson list or the Do-not-call-me list).

The processing of your data for fundraising campaigns is based on the legitimate interest, as fundraising is necessary to fund charities.

We may also contact you by email if you are a donor to our organization or if you have given us your explicit consent to do so.

Sometimes we only write to people based on specific profiles, such as donation history, age or personal preferences.

4. How long do we retain your personal data?

If we have received your data once from a third party for a campaign and you do not make a donation, your data will not be stored in our database and will therefore not be further processed by us. Your data will only be stored in our database if you make a donation to us or voluntarily provide your details.

We do everything we can to protect your personal data. Appropriate technical and organisational measures are taken and a secure database is used to protect your personal data against loss or any form of unlawful processing.

Personal data are retained up to maximum 10 years after your last donation or after you actively expressed an interest in our organisation in any other way.

We will of course no longer use your data if you let us know that you no longer want us to do so, subject to what is specified under 6 in this privacy statement.

5. Do we work with service providers for the processing of personal data?

To process personal data, our organisation works with service providers who process your data under our responsibility (so-called "processors"). We ensure that the service providers we work with respect the necessary protective measures for a secure and correct processing of your data and that they respect their obligations under the applicable legislation.

Your information may also be shared with third parties outside our organization when necessary for processing your donation and/or its tax implications (for example, banks and government authorities), or when we are legally required to do so.

6. What are your rights relating to processing personal data?

If your personal data are processed in our database under our responsibility, you may access them, have them rectified or erased. You may also object to the processing of your data or ask for it to be restricted.

If you exercise your right to object to the processing or request erasure of your data, we will save your data in accordance with our legal obligation to allow you to exercise your right to object or right to be forgotten, i.e. your wish not to be contacted by our association.

Furthermore, within the legal conditions, you can ask for a copy of your data in our database. In this case, we ask that you provide a copy of the front of your identity card so that we can be sure that your data are sent to the rightful owner.

Regarding digital communication, you can unsubscribe at any moment by clicking on the provided link in each received email message.

You also have the right to lodge a complaint with the Belgian Data Protection Authority regarding the processing of your data by email to contact@apd-dpa.be or by letter (Drukpersstraat 35, 1000 Brussels).

7. Our contact details

If you want to exercise your rights or have a question, you can contact us by email at info@gaia.be. By telephone you can contact us at 02/245.29.50. We are available every working day at 9:00 AM to 5:30 PM. Of course you can also write us: Animal Disaster Team - GAIA, Rue du Houblon 43, 1000 Brussels.

Please provide you full address in your email or letter or send a scan or photograph of the letter you received.

When you contact us we will process your data meticulously and use your data only to exercise your right and to respect your wishes.

8. Amendments to the privacy statement

This document was last amended on 24/03/2026.

We have tried to make this privacy statement as clear and comprehensive as possible.

If you have any questions, comments or suggestions, please contact us by telephone, email or post (see 'Our contact details' under point 7).