



Business Objectives – Processing Activities

Objective	Activities
Provide the best possible care for care for Pets in need	<ul style="list-style-type: none"> • To assess suitability for rehoming and to follow up with you about your rehoming enquiry • To capture the information, we need when we take in a Pet, to allow us to care for that Pet and ultimately find a loving home. • To provide you with aftercare services once you have rehomed a Pet from us • To conduct home visits to assess suitability as part of the rehoming process • To register new owners' details with microchip databases
Raise the fundraising income to allow us to be here for Pets and Pet owners alike	<ul style="list-style-type: none"> • To process your donations and Gift Aid where you have asked us to do so • To send you marketing communications by post
For administration purposes	<ul style="list-style-type: none"> • To provide you with information necessary to an event you have signed up for • To provide you with information for the fundraising activities you have agreed to take part in • To follow up with you about your enquiry
To conduct research	<ul style="list-style-type: none"> • To conduct supporter satisfaction research • To invite you to take part in surveys or research to help improve our services • To conduct desk research to help identify high value supporters

<p>To analyse data to better understand our supporters and tailor our communications to them</p>	<ul style="list-style-type: none"> • To analyse your data in order to better understand your preferences, to improve our services, and to tailor our marketing communications to you • To use public sources to add to our analysis • To conduct segmentation to allow us to make our marketing communications more relevant to you, and to enable us to identify potential new supporters
<p>To recruit and manage volunteers</p>	<ul style="list-style-type: none"> • To assess volunteer (including foster carer) applications and recruit volunteers • To communicate with volunteers about information that is essential to their role, and about the wider activities of Wood Green. • To process volunteers and foster carers data to effectively administer their close relationships with Wood Green and provide them with appropriate care and support

Wood Green Privacy Policy – Objectives 10th July 2018