

# **JustGiving Privacy Policy v2.0**

JustGiving is committed to respecting your privacy when we use your personal data. We use your data as described below to allow you to use JustGiving, enhance your experience using our platform, maximise your giving network and ensure that no good cause goes unfunded (and of course comply with applicable data protection laws!).

- I. [Who Are We?](#)
- II. [How to Reach Our Data Protection Officer?](#)
- III. [How Do We Notify You of Changes to this Policy?](#)
- IV. [What Are Your Rights?](#)
- V. [What Data Do We Collect?](#)
- VI. [What Happens If You Don't Want Us to Have Your Data?](#)
- VII. [How Do We Use Your Data?](#)
- VIII. [On What Legal Bases Do We Process Your Data?](#)
- IX. [How Are We Using Your Data Based on Our Legitimate Interests?](#)
- X. [Are We Doing Any Automatic Decision Making?](#)
- XI. [With Whom Are We Sharing Your Data?](#)
- XII. [How Do Charity Partners Use My Data?](#)
- XIII. [Where Are We Sending Your Data?](#)
- XIV. [How Do We Use Personal Data of Our Partner Users?](#)
- XV. [How Long Do We Keep Your Data?](#)
- XVI. [JustGiving App](#)

## **Who Are We?**

JustGiving in the UK/EU is a service provided by Giving.com Limited, an entity established under the laws of England and Wales. You can contact JustGiving via [help@justgiving.com](mailto:help@justgiving.com) or by writing to JustGiving, 2nd Floor, Blue Fin Building, 110 Southwark Street, London, SE1 0TA, United Kingdom [Current address is WeWork, 10 York Road, London, SE1 7ND, United Kingdom]. This Policy applies to our collection and use of your data in connection with our services, like [justgiving.com](http://justgiving.com) and JustTextGiving by Vodafone (the "Services").

## **How to Reach Our Data Protection Officer?**

To contact JustGiving's Data Protection Officer regarding our processing of your personal data, email [privacy@justgiving.com](mailto:privacy@justgiving.com).

## **How Do We Notify You of Changes to this Policy?**

We keep this Policy under regular review and place updates on [JustGiving.com](http://JustGiving.com). We will also provide notifications of material changes via email or other channels. If you keep using the Services after we notify you, you consent to the updated Privacy Policy. If not, you may cancel your account.

## What Are Your Rights?

JustGiving recognises that your personal data belongs to you and we don't wish to use it in ways that you don't want us to.

- You can control whether or not you receive marketing email from JustGiving by visiting the Notifications Centre in your Account.
- You can also exercise a variety of rights regarding our use of your data:
- You can ask us for a copy of the information we have about you
- You can ask us to correct any incorrect data we have about you and you can also update your account details yourself at any time by visiting your JustGiving account
- You can ask us to delete your data
- You can ask for your data in a common, machine-readable format
- You can object to any processing we do on the basis of [legitimate interests](#) or to any [automated decision-making](#)
- You can ask us to restrict the processing of your data

To exercise any of the foregoing rights, click [here](#). Note that some of these rights may not be enforceable until 25 May 2018 and some aren't absolute—for example, we may not be able to forget you if we have to keep some of your data to comply with the law—but we'll evaluate your request in accordance with applicable data protection laws. JustGiving will respond to your request within one month of receiving it. Also, note that you have the right to lodge a complaint with the UK Information Commissioner's Office or the supervisory authority in your country of residence or place of work.

## What Data Do We Collect?

We don't receive any personal data about you other than what you provide us, either by creating an account, using the Services, from Facebook when you agree to connect your Facebook account to JustGiving, or data we can infer from your use of the Services.

**When you create a JustGiving account:** We will collect basic contact information about you to set up your account so you can make donations or raise funds. This will include your name, address and email address. We will also ask you to register a username and password so you can gain secure access to your account in the future.

Alternatively, you may authorise us to collect your basic personal details from a secure online source (e.g. Google, Facebook, PayPal or a sponsor charity) to which you have already provided this information.

**When you sign in to JustGiving using your Facebook account:** If you choose to login via Facebook, we will obtain access to your Facebook public profile information and email address. We will use this information to allow you to login and populate our records about you. If you give us permission (via Facebook's preference settings), we may also obtain access to your friend list but we only receive the names of your friends who are also JustGiving users. We will only use this to see if people on your friends list are also using our website and as set out in [How we use personal information](#) below. You can control whether or not Facebook shares this data with us, either by changing your preferences when you first login to JustGiving with your Facebook account or by visiting the app setting controls on Facebook's platform.

**When you make a donation:** To enable us to process donations, we will collect basic payment information as well as your name, home address and email address. Your name

and the amount you've donated will display on the public page, unless you choose to donate anonymously. As well as making your donation anonymous, you can also change the display name to something else, such as a nickname or your initials.

**When you create a Fundraising or Crowdfunding Page:** We will use the details you provided when you set up your account to create your Fundraising Page or JustGiving Crowdfunding Page. We will also collect details of the charity or not-for-profit that you are supporting, or the details for your proposed Crowdfunding Page. Where applicable, we will ask you to provide details of how and when you are intending to fundraise and/or the occasion you are recognising by carrying out the fundraising.

Where you create a Crowdfunding Page, we will also collect your title (if you choose to provide it), date of birth, telephone number and personal bank account details.

When you give us information about others: You may decide to provide us with information about others (or authorise us to collect this information on your behalf from your social networks or your email contacts list) for example:

- so we can help you tell your friends and family about a Crowdfunding Page you are running or charity fundraising you are carrying out; or
- if you start fundraising or crowdfunding for, or in the memory or in celebration of, another person

You must ensure that they have agreed to you providing us with their information.

Where required by local laws, we would advise you to keep a record of their agreement and provide them with a copy of, or link to, this Policy. This is especially the case if you provide us with sensitive information about them (e.g. a reference to an illness or health condition).

You should also only contact individuals using the Services who you know would be happy to hear from you and must not use our Services to send unsolicited 'spam' messages.

If you create a Crowdfunding Page for a club, organisation, body or association which is managed by someone other than yourself, you must ensure that the manager(s) of that club, organisation etc. agrees to your fundraising (e.g. you are a member of a sports club and want to raise funds for a new clubhouse - you must seek the agreement of the sports club committee).

**When you use the Services:** We also collect information about your use of our Services, including your IP address, mobile device identifier, how much time you spend on the site, and what you do, like or view. We do this through the use of cookies. To read more about our use of cookies, please refer to our separate [Cookies](#) page.

## **What Happens If You Don't Want Us to Have Your Data?**

You are not required to provide personal data to us. Note, however, that your failure to do so may affect our ability to provide the Services you request. For example, we are unable to process your donation to a fundraiser if you do not provide your payment information.

## **How Do We Use Your Data?**

JustGiving uses your personal data to provide the services you request, to personalise your JustGiving experience, to send you communications and to enhance your ability to raise funds for the causes you care about. We also use your data to help us make JustGiving better and to advertise to you.

**Services Requested:** We use your information to provide our Services to you:

- using your account data to enable you to take advantage of our platform’s features, like setting up a Fundraising or Crowdfunding Page
- processing donations and claiming Gift Aid, if applicable
- where you set up a Crowdfunding Page, to carry out bank account verification and identity checking, including with a credit reference agency

**Personalising your JustGiving:** We want to enhance your experience with JustGiving by tailoring the site to your interests:

- When you “like” a cause or type of cause, we use that information to suggest causes you may be interested in and show them to you on the home Feed
- In your Feed, we’ll also show you actions taken by people in your giving network— Facebook friends (if you’ve linked your account to JustGiving) who are also JustGiving users and people to whose Fundraising/Crowdfunding Pages you have donated
- In your Feed and elsewhere in the Services, we’ll show you causes related to causes you have fundraised for or donated to in the past

**Communications:** We use your information to send you some different types of emails and you can stop receiving them as set forth below:

Types of Emails	How Can You Stop Getting Them?
Related to pages you create or donations you make to keep you apprised of what’s happening on your page (or the page to which you donated) and to help you fundraise for that specific page, like donation notifications, target reach, fundraising tips and contests for active fundraisers to help you raise more for your cause	You can opt out <a href="#">here</a>
Notifying all our users of important alerts related to the platform, like outages or security issues	You can opt out <a href="#">here</a>
Containing marketing messages about other ways to give and fundraise, like news and competitions related to charities and Crowdfunding Pages, page activity in your giving network, developments in our Services, information about our affiliates’ products for social good and surveys	We only send these with your consent. To stop receiving them, click unsubscribe on any email (which takes you to your Notifications Centre) or visit the Notifications Centre directly
Triggered by actions you take using the Services, like page creation and cancellation notification emails	You can’t opt out of these, but you won’t receive any unless you take an action on JustGiving. To stop receiving these emails, just don’t take any actions on the platform.
Containing communications we’re required to provide you by law, like donation receipts, Gift Aid information or notices about data breaches	We have to send these emails as required by law, as long as you have a JustGiving account. To stop receiving these emails, please <a href="#">contact us</a> to delete your account.

**Enhancing Your Ability to Raise Funds:** We offer you a variety of ways to enhance your fundraising/crowdfunding abilities, such as:

- allowing you to share others' pages or your donation to a page with your connections by email, to other JustGiving users or through your social networks, like Facebook or Twitter
- when you create or update a page, allowing you to share that news with your giving network by email, to other JustGiving users or through your social networks

**Making JustGiving Better:** We use aggregated and personal data about you and your use of our Services to develop and test better fundraising tools, to drive our research and development and to better understand our users and charity partners. JustGiving does this analysis using a variety of data sources—transactional data (how you use the Services), click stream and log data (web traffic and Services usage), email data (how you respond to emails we send you), survey data, customer service data and data you agree to share with us from your Facebook account. We may send you surveys about the Services, but you can [opt out of receiving these](#) and participation is completely voluntary.

**Advertising:** Aside from sending marketing communications by email, we may target ads to our users and measure how they perform, both through our Services, such as on justgiving.com, and through other channels like social networking sites and other websites.

## **On What Legal Bases Do We Process Your Data?**

We process your personal data on a variety of legal bases depending on the use. For example, we will only process your personal data to send you direct marketing if we have your consent and you can withdraw this consent at any time by visiting the Notifications Centre and opting out of receiving such emails. Sometimes it is necessary to process your data for us to comply with our legal obligations, like when we send Gift Aid information to HMRC. Please see our separate page on [Legal Bases](#) for more information.

## **How Are We Using Your Data Based on Our Legitimate Interests?**

We may process your personal data for the purposes of our legitimate interests, provided that these uses aren't outweighed by your rights or interests. For any uses we justify on the basis of legitimate interest, you have the right to opt out of such processing [here](#). To learn more about our use of data for our legitimate interests, please see our [separate page](#).

## **Are We Doing Any Automated Decision Making?**

To help our users fundraise more effectively, we employ machine learning and other analytics that make inferences about some characteristics of our users. We use these tools to tailor emails to you, to show and prioritise causes, fundraisers, pages, and users on your Feed we think you'll be interested in, and make suggestions about how much you may want to fundraise or donate. You can opt out of these processes at any time [here](#). To learn more about the automatic decision-making we do, please see our [separate page](#).

## **With Whom Are We Sharing Your Data?**

We may disclose your data to our affiliated organisations and subsidiaries, and to service providers who render services to us or you on our behalf (all of which are contractually obligated to act only on our instructions and in accordance with applicable laws, including

GDPR). We also may disclose your information if required by law, requested by law enforcement authorities or to enforce our legal rights, such as pursuant to a subpoena or to HMRC when you claim Gift Aid. We may share your information in connection with a sale or reorganisation of JustGiving, but in any such case, the terms of this Policy will continue to apply.

Our service providers include:

- banks and payment providers - to authorise and complete payment transactions;
- in relation to creators of Crowdfunding Pages, third party identity checking or credit reference agencies - for the purposes of identity checking and bank account verification;
- organisations within the payment card industry - to help prevent online fraud;
- IT, information security and cloud services providers – to help us provide the Services and keep your data safe;
- communication providers – to assist us with the processing and delivery of email and other communications;
- behavioral analytics tools, like Kissmetrics – to collect and help us understand data when you use our Services, described in the [How Do We Use Data?](#) Section.

We also share your personal data with fundraisers, Crowdfunding Page creators, charities and event partners and companies as follows:

- Fundraisers and Crowdfunding Page Creators: If you donate to a Fundraising or Crowdfunding Page, we let the page creator know your identity, email address and amount of your donation.
- Charities: We share with charities and not-for-profits who are registered with us details about donations made to them, including your personal data, unless you choose to donate anonymously. Charities and not-for-profits who are registered with JustGiving also have access to data about Fundraising Pages created by our users (including personal data of page creators) so they can understand who is fundraising for their benefit. For more information, please see the section "[How Do Charity Partners Use My Data?](#)" below.
- Event Partners and Companies: We sometimes share data about Fundraising Pages with third parties that host or sponsor events so they can understand who is fundraising for their events and how well fundraising efforts are progressing or performed.

The data we share with these event partners and companies includes fundraiser name, the name and creation date of your page, your fundraising target, how much you have raised and the number of donors to your page. If an event benefits multiple charities and you choose to fundraise for a particular charity, event partners and companies will also receive the name of the charity for which you're fundraising. This data is already publicly available on Fundraising Pages. Event partners and companies don't receive personal data about donors.

## **How Do Charity Partners Use My Data?**

As stated above, unless you elect to be anonymous to charities to which you donate or on whose behalf you fundraise, we will share your personal data with those charities. When we pass your information to charities, they also become a controller with respect to such personal data. This means that they're responsible for their own compliance with data protection laws when they use your personal data, and all such use is subject to the

charity's own privacy notice. When charities receive your details, they are required to send you their privacy notice. JustGiving is not responsible for charities' use of your personal data or the charities' compliance with applicable laws.

When you donate to or create a Fundraising Page, JustGiving will ask whether or not you consent to receiving email from the charity about the impact of your donation and other ways to support them including future events, campaigns and appeals. If you opt in to receiving such emails, we will pass your consent preference on to the charity, if it is subscribed to receive such reporting from us. Note that the charity will need to receive your personal data to send you emails you consent to receive.

If you want to change your preferences for a charity to use your data (to contact you or otherwise), please contact the charity directly.

If the charity you're interacting with hasn't subscribed to receive charity reporting from JustGiving, that charity won't have access to details about your consent preferences. This means that they won't know if you have opted in or out of receiving email fundraising appeals.

Note that charities receive information about supporters from lots of different sources. We're not the system of record for our charity partners, so we can only collect and evidence your consent to receive email fundraising appeals from our charity partners as you elect on our platform. We cannot reflect any changes in your consent preferences that you make directly with the charity. For example, if you opt in to receive emails from a charity when you make a donation through JustGiving, but then you subsequently opt out by telling the charity, JustGiving won't have a record that you opted out of receiving email from that charity.

## **Where Are We Sending Your Data?**

JustGiving stores users' personal data inside the European Union. Some of our service providers and affiliated organisations may lie outside the EU. Therefore, sometimes we may transfer your data outside the EU. If we do, we ensure your data is processed only in countries that provide an adequate level of protection for your data or where the recipient provides appropriate safeguards, such as model contract clauses, binding corporate rules, or mechanisms like the EU-US Privacy Shield framework. For a copy of such safeguards, please contact us.

## **How Do We Use Personal Data of Our Partner Users?**

If you work for a charity or company that has a business relationship with JustGiving, we use your data in slightly different ways than for individual users of the Services.

We collect a business user's name, work email address, office number and fax number. We use this data to enable you to sign into your business' account and to access charity reporting. In addition, we may use your data to perform business services you request. Finally, we will send you the following email communications: operational emails, customer service emails and business marketing emails. When you log into your Notifications Centre, you can opt out of receiving emails from us, other than service emails related to your requests.

## **How Long Do We Keep Your Data?**

We keep your personal data in an identifiable form for as long as we have a legitimate

reason to use the data and as required by law. If you claim Gift Aid on a donation you make, we are required by HMRC to keep data related to your donation for six years after the tax year in which the donation was made.

## **JustGiving App**

The JustGiving App is part of the Services, so this Policy applies to your use of the App. In addition, there are a few unique terms that apply when you use the App:

**Device Access:** You can choose to give us access to resources on your device (e.g. pictures or contact details) via the App permissions and we will only do so until you ask us to stop.

**In-App Notifications:** You can amend your preferences on receiving in-App notifications by visiting the Notifications tab within Settings on the App. Note that this does not affect your preferences for receiving emails from JustGiving—for more information about the email we send, please see above.

**Cookies and Analytics:** The App does not use cookies but we do use our normal analytics tools within the App that enable us to provide the services you request, identify service issues to us, improve our services and to provide content tailored to users' personal preferences and profiles.

Date and number of this version: 23 May 2018, 2.0

## **Legal Bases**

Under applicable data protection law, JustGiving can process your personal data if such use is justified by one of six legal bases: with your explicit consent, or if it is necessary for the performance of a contract, to comply with a legal obligation, to protect a person's vital interests, for the performance of a task carried out in the public interest or in the exercise of controller's official authority or for legitimate interests of the controller. The UK Information Commissioner's Office offers more detail on the six legal bases for lawful processing.

JustGiving justifies the following processing activities on the bases listed below:

### **Consent:**

- Sending promotional emails about our tools, products and services
- Linking your JustGiving and Facebook accounts
- Sharing your data with charities to which you donate

### **Performance of a Contract (aka performing services you request)**

When you request that we perform certain functions for you, these activities require that we process your personal details, or else we can't perform the function you're requesting. The functions you can request from us are to:

- Sign up as a user
- Sign up as a charity
- Log in with a Paypal account
- Upload a profile image, Facebook profile image, uploading images on a page
- Earn and share badges when you fundraise



- Create a Fundraising, Crowdfunding or Campaign Page
- Set up direct debit or recurring payment
- Donate to a Fundraising Page
- Create a Crowdfunding or Fundraising Page update message
- Create a comment on a feed
- Share a Fundraising or Crowdfunding Page to Facebook, to Twitter or by email
- Share a badge to Facebook or Twitter
- Share that you've made a donation to the platform, to Facebook, to Twitter or by email
- Share an update on your page
- Create a Team Page
- Join a team
- Create a Company Page
- Join a Company Page
- Share your page creation with your giving network

## **Legitimate Interests**

- Internal Reporting and Analysis to improve JustGiving
- [Automated decision making](#)
- Marketing to other organisations
- Sending you emails about pages you create or donations you make
- Sending you email notifications of important issues with the platform
- Sending you user experience surveys
- Sharing fundraiser data with the charities on whose behalf you create fundraising pages
- Sharing data with affiliated entities, event partners and companies
- Promotional materials about our tools, products and services by post or through targeted advertisements we place on our or others' websites

## **Legal Obligation**

- Gift Aid authorisation
- Sending you email receipts for your donation
- Know Your Customer validation
- Claiming Gift Aid on a donation
- Checking fraud on an individual donation
- Checking the identity of an individual crowdfunder

## **Legitimate Interests**

**Making JustGiving Better:** As stated above, we use aggregated and personal data about you and your use of our Services to develop and test better fundraising tools, to drive our research and development and to better understand our users and charity partners. We also send you surveys about our Services, which are voluntary. These activities are necessary to fulfil our interest in creating better tools for enhancing the ecosystem of good by helping us create better technology, better communications and a better website.

**Sending Direct Marketing to Organisations and Advertising to You by Post or on Websites:** We use charity users' data to send organisations marketing communications about our Services and offerings from our affiliated organisations. We also use your data to provide you marketing communications by post or on websites. As for most companies,

our ability to send direct marketing is necessary for our commercial interests and may allow us to expand our base of charity partners and users.

**Personalising Your JustGiving:** We use analytics and information about your use of the Services to tailor communications we send to users and show on users' feeds and elsewhere in the Services to show you other giving opportunities in the form of Fundraising and Crowdfunding Pages made by people you know or may know, as well as events near you, charity campaigns and causes, pages you may be interested in, and trending or popular pages. We may tailor our communications to you to send you tips on fundraising or using the Services based on actions you have taken with us. Personalising these aspects of your experience with JustGiving is necessary for our commercial interest in maximising donations and in the public's interest in increasing contributions to the giving economy. To learn more about the automatic decision-making we do, please see our [separate page](#).

**Making Suggestions:** We use data about you, like your past fundraising successes, in models we have developed to suggest fundraising target values when you create a page or to suggest donation values when you donate to a page. These values are only suggestions and users can set fundraising targets and donation amounts at whatever value they like. JustGiving has a legitimate interest in maximising fundraiser's potential to raise funds for the causes they care about most. To learn more about the automatic decision-making we do, please see our [separate page](#).

**Sharing Fundraiser Data:** When you create a fundraising page, we may share your data (like your name, page name and amounts raised) with the charity you're fundraising for and event partners and companies who host or sponsor the events for which you're fundraising. JustGiving has a legitimate interest in sharing this data because it is essential for charities, event partners and companies to have insight into fundraising efforts for their events.

**Sending You Certain Emails:** We send all users notifications of important issues with the Services, like outages or security concerns. JustGiving has a legitimate commercial interest in sending these emails to keep you informed about issues with the Services that may affect your experience. We also send Fundraising or Crowdfunding Page creators emails related to the pages you create, like notification of your fundraising progress, when you receive donations, when you receive fundraising or crowdfunding badges, countdown to your event, when you reach your fundraising target and tips for fundraising for your event. These emails are necessary for our interest in maximizing your ability to raise funds, keeping you informed about the pages you create and giving you the best fundraising experience possible. We also send donors emails related to the pages you donate to, like notification of updates made to those pages and when your donee's event is about to occur. These emails are necessary for our interest in keeping you informed about the pages you donate to and giving you the best donation experience possible.

For each of the foregoing purposes, we have conducted a legitimate interest assessment to ensure that such processing isn't overridden by your rights or interests. We employ safeguards, such a formal data governance programme and robust security measures, to protect your privacy.

## **Automated Decision-making**

As stated in our Privacy Policy, we employ machine learning and other analytics that make inferences about some characteristics of our users. This involves an activity known under applicable data protection law as profiling, a type of automated decision-making. As an example, if our data shows that you frequently donate to animal welfare causes in London, our algorithms may guess that you care about these causes and may show a new fundraising page for an animal shelter in London at the top of your JustGiving feed.

There are no significant consequences of this decision making. These decisions are only suggestions and don't force you to take any actions. You can opt out of any of these activities here.

These are the ways in which JustGiving makes automated decisions about you and the logic involved in such activities:

**Tailoring your feed to your interests:** The feed is a feature for users where you can see updates on pages you have donated to as well as information on other giving opportunities, in the form of fundraising pages, of people you know, that you may know, pages near you, pages you may be interested in, as well as trending and popular pages. JustGiving orders these pages in your feed according to what we think you'll be most interested in seeing, fundraising for or donating to. We capture and analyse when you "like" a cause or take actions in response to items in the feed banner, to optimise your feed and show you things you'll be interested in. In addition to being informed by feed items you "like" or your response to banner prompts, these algorithms also use click stream data (web traffic usage like page visits, device type and time on the website) and transactional data (data about actions you have taken with JustGiving, like creating a page or making a donation).

**Suggesting people you may know:** Our algorithm suggesting other JG users you might know allows us to show you, in your feed, activities of those people. Fundraising and crowdfunding are community activities, and you can greatly enhance your ability to raise funds by expanding your giving network. This algorithm is able to estimate connections between our users by evaluating transactional data (data about actions you have taken with JustGiving, like creating a page or making a donation) and data we get from Facebook when you sign into JustGiving with your Facebook account (like the names of your friends who are also JustGiving users).

**Suggesting events to you:** JustGiving uses an algorithm to indicate your propensity to want to fundraise for a particular event and we use this information to suggest events to you by email or through the Services, based on your history of using the Services. This algorithm uses click stream data (web traffic usage like page visits, device type and time on the website) and transactional data (data about actions you have taken with JustGiving, like creating a page or making a donation). We think this and the previous tools are important additions to the ecosystem of good because they enable users to find causes they want to support.

**Suggesting fundraising actions by email:** We use data we collect to suggest actions we think you're likely to take next in your fundraising journey. To provide you with the best user experience, through the use of an algorithm, we can identify the next likely step you may want to take using the Services. For example, if we know that you fundraise for a particular marathon each year, and the date of that marathon is approaching, we may email you

asking if you want to set up a fundraising page for that cause. This algorithm uses click stream data (web traffic usage like page visits, device type and time on the website), transactional data (data about actions you have taken with JustGiving, like creating a page or making a donation) and data on actions you take in response to these emails.

**Suggesting a target goal for your page:** When you create a fundraising page, we use an algorithm to suggest a fundraising target value to give you the best chance of raising more money for your cause. This suggested amount is calculated using transactional data consisting of data about similar events (like how much pages for similar events raise), data about past actions you have taken with JustGiving (like how successful your other pages are) and data about the charity (like how much pages for this charity typically raise). You are not obligated to use this suggested amount as your fundraising target—you may set any target you like!

**Suggesting a donation amount:** When you're in the checkout process to make a donation, our algorithm customises the donation amount box to display optional donation amounts to donors that will maximise the amount of the donations for the fundraising page. These suggested amounts are based on the page's performance (like the amounts people have been donating to it) and general trends in donation behaviour (like people tend to donate more at night). Just like with suggested fundraising targets, the suggested donation amounts are only guidance, and donors can enter any amount they like into the donation amount box prior to checkout.