

SENDFOOD

PRIVACY POLICY

SENDFOOD LTD • Company No. 17411959
128 City Road, London EC1V 2NX, United Kingdom
support@sendfood.org

Last updated: 7 October 2026

SENDFOOD LTD (“SendFood”, “we”, “us” or “our”) respects your privacy and is committed to protecting personal information.

This Privacy Policy explains how we collect, use, disclose and protect personal information when you use the SendFood website, platform and related services.

1. Who We Are

The data controller responsible for personal information processed under this Privacy Policy is SENDFOOD LTD, company number 17411959, registered office 128 City Road, London EC1V 2NX, United Kingdom. Email: support@sendfood.org.

SendFood operates a platform through which Supporters can provide restricted-purpose credit or vouchers intended for approved food, grocery and essential-item purchases by eligible recipients.

2. Information We Collect

Depending on how you interact with SendFood, we may collect account and identity information; recipient information; Supporter information; transaction information; technical information; and communications.

Account and identity information may include your name, username or account identifier, email address, telephone number, age information where necessary, identity or verification information, and account security information.

Recipient information may include name, contact details, household information, location or delivery information where necessary for fulfilment, requested food or essential items, eligibility information, voucher or restricted-credit information, transaction and redemption history, and information supplied to verify a request or prevent fraud.

Supporter information may include name, email address, account information, transaction history, the recipient, request or campaign supported, amount funded, currency, payment status and communications with SendFood.

Payment information may be processed by third-party payment providers. SendFood may receive the payment amount, payment status, transaction identifier and limited payment-method information without receiving complete financial credentials.

Technical information may include IP address, device type, browser, operating system, identifiers, approximate location derived from technical information, pages viewed, interactions, diagnostic information and security or fraud-prevention data.

3. Information About Other People

In some cases, a person may submit information relating to another individual, for example when requesting support for a family member or identifying a recipient who needs assistance. You should only provide another person's information where you have an appropriate basis or authority to do so. Where required, SendFood will provide privacy information to individuals whose information we receive indirectly.

4. How We Use Personal Information

- Create and manage accounts and operate the SendFood Platform.
- Connect Supporters with eligible requests or recipients.
- Issue and administer restricted-purpose credit and facilitate permitted purchases.
- Process and reconcile transactions and provide customer support.
- Verify recipients and requests and detect duplicate, misleading or fraudulent activity.
- Protect account and Platform security and comply with legal, regulatory and compliance obligations.
- Conduct sanctions or other legally appropriate screening.
- Resolve disputes and complaints, improve the Platform, diagnose technical problems and develop new features.
- Maintain appropriate business and financial records and establish, exercise or defend legal claims.

5. Our Lawful Bases for Processing

Depending on the circumstances, we may rely on contract, where processing is necessary to provide requested Services; legal obligation, where processing is required by law; legitimate interests, including operating and improving SendFood, preventing fraud, protecting users, maintaining security and protecting our legal rights; and consent, where required for optional processing such as certain marketing or cookies.

Where processing is based on consent, you may withdraw that consent at any time. Withdrawal does not affect processing lawfully carried out before consent was withdrawn.

6. Sensitive Information

Because SendFood may operate in humanitarian or crisis settings, information supplied to us could sometimes reveal sensitive information about an individual. We seek to avoid collecting special-category personal information unless genuinely necessary.

Where such information is processed, we will do so only where an appropriate legal basis and condition under applicable data-protection law exists and will apply additional protections where appropriate. Please avoid submitting unnecessary sensitive personal information.

7. How We Share Information

We do not sell personal information. We may share information where reasonably necessary with payment processors; participating merchants and supermarkets; voucher or restricted-credit providers; hosting, cloud, communications, customer-support, analytics, technical, identity, fraud-prevention or security providers; professional advisers; regulators, courts, law-enforcement bodies or public authorities where legally required; and other parties necessary to provide the SendFood Service.

We seek to limit information shared with each provider to what is reasonably necessary for its role.

8. Information Shared With Merchants and Fulfilment Partners

To allow recipients to obtain food or permitted essential goods, SendFood may need to share information with participating merchants or fulfilment partners. This may include a recipient identifier, voucher or credit information, permitted spending limits, transaction information and information necessary to fulfil or verify the purchase. We seek to avoid sharing information that is not necessary for fulfilment.

9. International Data Transfers

SendFood operates internationally and may support recipients outside the United Kingdom. Personal information may therefore be processed or accessed in countries outside the United Kingdom.

Where UK data-protection law requires safeguards for an international transfer, we will use an appropriate transfer mechanism or other legally permitted safeguard and take into account the nature of the information, purpose of the transfer and relevant destination risks where required.

10. Humanitarian and Conflict-Affected Areas

Some recipients may live in locations affected by armed conflict, displacement or humanitarian emergencies. We recognise that information identifying vulnerable people in such environments can carry heightened risks.

We therefore aim to minimise personal information collected, restrict access to it, and disclose recipient information only where reasonably necessary for operation, verification, safety, compliance or fulfilment.

11. Cookies and Analytics

SendFood may use cookies and similar technologies to operate essential Platform functions, maintain sessions and security, remember preferences, understand Platform usage, identify technical problems and measure or improve performance.

Where required by law, non-essential cookies or similar tracking technologies will not be used until you have provided the required consent. You can manage available cookie choices through our cookie controls. Additional information may be provided in our Cookie Policy or cookie-management interface.

12. Marketing

Where permitted by law, we may send communications about SendFood, our activities or ways to support recipients. Where consent is required, we will obtain it before sending such communications.

You can unsubscribe from marketing communications at any time using the unsubscribe mechanism in the communication or by contacting support@sendfood.org. We may still send non-marketing communications necessary to operate your account or complete transactions.

13. Fraud Prevention and Automated Systems

We may use technology to identify potentially fraudulent, duplicate, suspicious or abusive activity. This may involve analysing account, transaction, device, location or usage information.

Where we use solely automated decision-making that produces legal or similarly significant effects and applicable law gives you specific rights, we will provide the information and protections required by law.

14. How Long We Keep Information

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected and to satisfy applicable legal, accounting, fraud-prevention, compliance and reporting requirements.

When determining retention periods, we consider the amount, nature and sensitivity of the information, potential risks, why we need it, whether the purpose can be achieved another way, and applicable legal and regulatory requirements. When information is no longer required, we will delete or anonymise it where appropriate, subject to legal obligations.

15. Security

We use appropriate technical and organisational measures designed to protect personal information against unauthorised access, loss, misuse, alteration or disclosure. However, no internet-based system can guarantee absolute security. Users should protect their passwords and account credentials and notify us promptly if they suspect unauthorised access.

16. Your Data Protection Rights

Depending on applicable law and the circumstances, you may have rights to request access to personal information; request correction; request deletion; request restriction; object to certain processing; request portability of certain information; withdraw consent where processing is based on consent; and raise concerns about certain automated decisions.

These rights are subject to legal conditions and exceptions. To exercise a privacy right, contact support@sendfood.org. We may need to verify your identity before completing a request.

17. Complaints

If you have concerns about how SendFood uses your personal information, please contact us first at support@sendfood.org. You also have the right to make a complaint to the Information Commissioner's Office (ICO), the UK's data-protection regulator.

18. Children's Privacy

Support through SendFood may benefit children and families. However, children should not independently create Supporter accounts or enter into transactions through SendFood unless the Platform expressly provides an age-appropriate service permitted by law.

Where information about a child is required to provide support, we seek to collect only information reasonably necessary for that purpose and apply appropriate protections.

19. Third-Party Websites and Services

SendFood may contain links to or integrate with services operated by third parties. Those organisations may process personal information under their own privacy policies. We encourage users to review the privacy information provided by third parties when interacting directly with their services.

20. Business Changes

If SendFood undergoes a merger, acquisition, restructuring, financing or sale of all or part of its business or assets, personal information may be disclosed or transferred as part of that transaction, subject to appropriate confidentiality, security and legal requirements.

21. Changes to This Privacy Policy

We may update this Privacy Policy as our Services, technology or legal obligations change. The current version will be published on the SendFood website with the date of the latest revision. Where a change materially affects how we use personal information, we will provide additional notice where required or appropriate.

22. Contact Us

For privacy questions or requests, contact SENDFOOD LTD, 128 City Road, London EC1V 2NX, United Kingdom, company number 17411959, or email support@sendfood.org.