



## External Complaints Policy

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*This policy is the property of Journey Consulting Ltd and Purity Fundraising is the associated trading name referred to throughout the document.*

### Contents

|  |          |
|--|----------|
| <b>1. Purpose</b>                      | <b>2</b> |
| <b>2. Scope</b>                        | <b>2</b> |
| <b>3. What constitutes a complaint</b> | <b>2</b> |
| <b>4. How to complain</b>              | <b>2</b> |
| <b>5. What happens next</b>            | <b>2</b> |
| <b>6. Investigation process</b>        | <b>2</b> |
| <b>7. Escalation &amp; appeals</b>     | <b>3</b> |
| <b>8. Transparency &amp; review</b>    | <b>3</b> |

## **1. Purpose**

We aim to:

- Uphold public trust in fundraising practices
- Ensure transparency in representing charity clients
- Comply with the Fundraising Regulator's Code of Fundraising Practice and UK GDPR
- Protect our agency's reputation and that of our partners

## **2. Scope**

This policy applies to:

- Individuals contacted via fundraising campaigns
- Charity clients we represent
- Third-party suppliers involved in campaign delivery
- Visitors engaging via our website, social media, or communication channels

## **3. What Constitutes a Complaint**

Any expression of dissatisfaction about our fundraising activities, including:

- Conduct of staff or suppliers
- Misuse or misunderstanding of consent
- Ethical concerns relating to representations made on behalf of charity clients

## **4. How to complain.**

You can submit a complaint via:

- Phone: 01273 936965
- Email : [info@purityfundraising.com](mailto:info@purityfundraising.com)
- Online form on our website
- Written letter to our registered address: 15 Lenborough Close, Buckingham, MK18 1SE

We offer inclusive communication routes for individuals with accessibility needs or language barriers.

## **5. What happens next**

- Acknowledgement within 24 hours
- Resolution aimed within 5 working days
- Affected client charity will be notified
- All complaints will be logged for continuous improvement

## **6. Investigation process**

- Handled by our internal complaints team
- Reviewed against contractual obligations, regulatory codes, and GDPR principles
- Outcomes may include service improvement, retraining, or campaign adjustments
- Personal disciplinary outcomes are not shared externally in compliance with privacy law

## **7: Escalation & appeals**

If you're not satisfied with the outcome:

- You may escalate to our management team
- Independent escalation is available via the \*\*Fundraising Regulator\*\* (within 2 months of final response)

Contact details for the regulator are available at: [www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)

## **8:Transparency & Review**

### **Transparency & Review**

- This policy is published on our website using plain, welcoming language
- Reviewed annually or when regulations, contracts, or client needs change
- Complaints data is shared internally to drive service enhancements

| Pages | Issue No. | Date issued/reviewed | Issued/Reviewed by | Amendments |
|-------|-----------|----------------------|--------------------|------------|
| 1-3   | 1         | 04/01/2023           | Graham Beattie     |            |
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