



Political & Campaigning Privacy Notice

Reform UK Party Ltd

1. Who We Are

Reform UK Party Ltd

Company No. 16260766

Registered Political Party (Electoral Commission Reg. No. PP7931)

Principal Office: Millbank Tower, 21–24 Millbank, London, SW1P 4QP

ICO Registration Reference: ZB934331

Reform UK Party Ltd (“Reform UK”, “we”, “us”, “our”) is a registered political party in the United Kingdom.

This notice is valid from 7th July 2026 and supersedes any and all previous versions.

For the purposes of the UK General Data Protection Regulation (“UK GDPR”), the Data Protection Act 2018 (“DPA 2018”) and the Data Use and Access Act 2025 (“DUAA 2025”), Reform UK Party Ltd acts as a **Data Controller** when processing personal data for political, campaigning, membership, fundraising and electoral purposes.

For data protection matters, please contact:

Email: dpo@reformparty.uk

2. Purpose of This Notice

This Political & Campaigning Privacy Notice explains how we collect, use, store and protect personal data in connection with:

- Political campaigning and elections
- Membership administration
- Supporter engagement
- Fundraising and donations
- Canvassing and voter contact
- Policy consultation and surveys
- Events and volunteer coordination

This notice supplements our general Privacy Policy and applies specifically to political and campaigning activities.



2A. Reform Pro

Reform UK operates a campaigning and democratic engagement platform known as Reform Pro.

Reform Pro supports activities including electoral campaigning, volunteer coordination, canvassing, supporter engagement and democratic participation.

Personal data processed through Reform Pro is handled in accordance with this Privacy Notice together with any supplementary privacy information made available where appropriate.

3. What Personal Data We Process

We may process the following categories of personal data:

Identity & Contact Data

- Full name
- Residential address
- Email address
- Telephone number
- Constituency and ward
- Social media identifiers

Electoral Register Data

- Data obtained from the electoral register as permitted by electoral law
- Polling district and registration status

Political Opinion Data (Special Category Data)

Where individuals:

- Join Reform UK as members
- Donate to the Party
- Sign petitions
- Respond to surveys



- Express political views
- Engage with campaign messaging
- Volunteer or canvass

Political opinion data constitutes **Special Category Data** under UK GDPR Article 9. We only process political opinion data where permitted by Article 9 UK GDPR and Schedule 1 of the Data Protection Act 2018.

Engagement & Campaign Interaction Data

- Email opens and click-through data
- SMS responses
- Website interactions
- Event attendance
- Volunteer activity

Donation & Compliance Data

- Donation amount and date
- Payment confirmation details
- Due diligence information required under electoral law

4. Lawful Basis for Processing

We process personal data under the following lawful bases in UK GDPR Article 6:

- **Article 6(1)(f) – Legitimate Interests**
Democratic engagement, political campaigning and supporter communication.
- **Article 6(1)(c) – Legal Obligation**
Compliance with electoral law, reporting duties and statutory obligations.
- **Article 6(1)(a) – Consent**
Where required, particularly for electronic marketing under PECR 2003.

For Special Category Data (political opinions), we rely on:



- **Article 9(2)(d) UK GDPR** – Processing by a political party in the course of legitimate activities
- **Schedule 1, Part 2, Paragraph 22 DPA 2018**

Reform UK maintains an Appropriate Policy Document in accordance with Schedule 1 DPA 2018.

5. How We Obtain Personal Data

We may obtain personal data:

- Directly from you (membership forms, petitions, events, surveys)
- Electoral register information is supplied by Electoral Registration Officers in accordance with electoral legislation. Reform UK does not maintain its own independent database of electoral register information and cannot amend, correct or update electoral register records. Any corrections should be made through the relevant Electoral Registration Officer.
- From public sources
- From campaign interactions
- From approved service providers acting on our instructions

5A. Competitions, Prize Draws and Campaign Promotions

- Reform UK may operate competitions, prize draws, promotional campaigns or supporter engagement initiatives from time to time.
- Where you voluntarily participate, we may process personal data necessary to administer the promotion, verify eligibility, contact participants or winners, prevent fraud and evaluate campaign effectiveness.
- Some promotions may invite participants to provide information regarding political interests, campaign priorities or policy preferences. Where this reveals political opinions, it constitutes Special Category Personal Data and will be processed only where permitted under Article 9 UK GDPR and Schedule 1 Part 2 Paragraph 22 of the Data Protection Act 2018.
- Participation is entirely voluntary and any additional processing specific to an individual promotion will always be explained at the point the information is collected.

6. Profiling & Targeting



To improve campaign effectiveness and engagement, we may analyse demographic, geographic and engagement data to:

- Understand supporter interests
- Allocate campaign resources
- Tailor messaging
- Identify likely areas of interest

We do not carry out solely automated decision-making that produces legal or similarly significant effects under Article 22 UK GDPR.

7. Electronic Communications

We communicate by:

- Email
- SMS
- Telephone
- Post

Electronic communications are sent in accordance with:

- UK GDPR
- Data Protection Act 2018
- Data Use and Access Act 2025
- Privacy and Electronic Communications Regulations (PECR) 2003

Where required, we rely on consent. All electronic communications contain a clear opt-out mechanism.

You may withdraw consent or object to processing at any time.

8. Addressed Mail

Political parties are permitted under electoral legislation to use electoral register information for democratic engagement, including addressed election communications. Receipt of addressed political mail does not necessarily mean that



you are a member, supporter or donor of Reform UK, nor that we maintain an ongoing record of your personal information.

9. Data Sharing

We may share personal data with:

- Approved data processors providing CRM, membership, donation management, electoral campaigning, communications, IT hosting, payment processing and event management services.
- Professional advisers
- Electoral authorities where legally required

All processors are subject to Article 28 UK GDPR contracts and appropriate security obligations.

We do not sell personal data.

10. International Transfers

Where service providers operate outside the United Kingdom, transfers are protected by:

- UK adequacy regulations
- International Data Transfer Agreements (IDTAs)
- UK Addendum to Standard Contractual Clauses

11. Data Retention

We retain personal data only as long as necessary for:

- Personal data is retained only for as long as necessary for the purposes for which it was collected, including electoral campaigning, membership administration, legal reporting obligations and regulatory compliance. Specific retention periods are set out in our Data Retention Policy.
- Membership administration
- Ongoing political engagement
- Legal reporting requirements

Retention is governed by our internal Data Retention Policy in accordance with:



- UK GDPR Article 5(1)(e)
- DUAA 2025 transparency provisions

12. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Rectification
- Erasure (where applicable)
- Restriction of processing
- You have the right to object at any time to the processing of your personal data for direct marketing or political campaigning purposes. Where you exercise this right, we will cease such processing unless we are required to retain information for legal or regulatory purposes.
- Data portability (where applicable)

You may exercise your rights by contacting: dpo@reformparty.uk

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO): <https://ico.org.uk/make-a-complaint/data-complaints-complaints/>

13. Security Measures

Reform UK implements appropriate technical and organisational measures in accordance with:

- UK GDPR Article 32
- Data Protection Act 2018
- Data Use and Access Act 2025

These include access controls, encryption, role-based permissions, audit logging and structured governance oversight.

14. Frequently Asked Questions (FAQs)

Why have I received addressed political mail from Reform UK?



UK electoral law allows registered political parties to use electoral register information for democratic engagement and election campaigning.

Receiving addressed political mail from Reform UK does **not** necessarily mean you are a member, supporter, volunteer or donor of the Party.

Does Reform UK keep a database of everyone who receives political mail?

No. Reform UK does **not** maintain a dedicated database of personal data solely for addressed electoral mailings.

Where addressed political mail is sent using electoral register information, that information is obtained from official electoral sources in accordance with electoral legislation.

Can Reform UK correct or update my electoral register details?

No. Electoral register information is maintained by your local Electoral Registration Officer (ERO).

If your name or address is incorrect, or you wish to update your electoral registration details, you should contact your local Electoral Registration Officer directly.

I have moved house. Why did mail go to my previous address?

Political parties may receive electoral register information before updates take effect.

If your electoral registration details have recently changed, there may be a short period before updated information becomes available through official electoral registration processes.

Can I stop receiving political communications?

You have the right to object to certain types of processing for direct marketing or political campaigning purposes.

If you wish to object, please contact our Data Protection Officer at:

dpo@reformparty.uk

We will consider your request in accordance with UK data protection law and any applicable electoral legislation.

Does Reform UK profile voters?



We may analyse demographic, geographic and engagement information to help us understand areas of interest, improve campaign effectiveness and communicate more effectively with supporters.

We do **not** carry out solely automated decision-making that produces legal or similarly significant effects.

How do I make a Subject Access Request (SAR)?

You may submit a Subject Access Request by contacting: dpo@reformparty.uk

Where we have reasonable doubts about your identity, we may request additional information to verify who you are before disclosing personal data, in accordance with Article 12(6) UK GDPR.

Will you always ask for photographic identification?

No. Identity verification is carried out on a case-by-case basis.

Where we have reasonable doubts concerning the identity of a requester, we may request appropriate evidence of identity before responding to a request, as permitted by Article 12(6) UK GDPR and supported by the Information Commissioner's guidance. You can pre-check what you will need to verify and validate your ID by clicking this link to the Information Commissioners guidance - <https://ico.org.uk/for-the-public/make-a-subject-access-request/>

How long does ReformUK have to fulfil my Subject Access Request (SAR)?

We have 30 days from the point we are satisfied with your identity and address being validated. If an SAR is complex for example, we may lawfully extend this period by 60 days, but you will be notified if that is the case and the reasons for it.

How long do you keep my information?

We retain personal data only for as long as necessary for the purposes for which it was collected, including compliance with electoral law, legal obligations and our internal Data Retention Policy.

Do you sell my personal data?



No. Reform UK does **not** sell personal data to third parties.

Where we use third-party service providers, they process personal data only on our documented instructions and under contracts compliant with Article 28 UK GDPR.

I have received a leaflet from Reform UK. Does that mean you hold my personal data?

Not necessarily.

Political parties may distribute both addressed and unaddressed election communications. Unaddressed leaflets are delivered to households within a geographical area and do not require the processing of personal data. Addressed communications may use information obtained from official electoral sources where permitted by law. Receiving a leaflet or election communication does not, by itself, mean that you are a member, supporter, donor or volunteer of Reform UK, or that we maintain an ongoing record of your personal data.

15. Updates to This Notice

This notice may be updated periodically to reflect changes in law, regulatory guidance or Party operations. The most current version will always be available on our website.