



**Understanding the  
Data (Use and Access)  
Act 2025**  
for non-profits

# Now's the time to review and reinvigorate your customer communications

**For the past few years, businesses who use personally identifiable information have had a lot to keep up with. Now, the Data (Use and Access) Act 2025 ("DUA Act") provides the clarity we've been seeking.**

Continuing the journey we've been on since GDPR, the new Act reflects a different tone in data legislation - one that's focused on how the economy can benefit when everyone can unlock the value in data in a way that's respectful and responsible.

For marketers, the DUA Act includes illustrative examples of legitimate interests in its main text, one of which is direct marketing. This may mean opportunities to conduct some types of direct marketing without consent, providing none is required under the Privacy and Electronic Communications Regulation (PECR), which remains in effect.

At the same time, the Act speaks to a bright future for people across marketing and communications. These new provisions will help data to be shared in innovative new ways, collaboration to be driven by a shared Code of Conduct, and technology like AI and Automated Decision Making to create new experiences.

For businesses that are well prepared, the opportunity remains significant: a chance to restart powerful practices like direct mail with more legal certainty. As ever, Paragon will be on hand to help you navigate these changes and make the most of every part of your customer communications toolkit.



**Stephen Lester**  
Chief Technology Officer  
Paragon Group



# How the UK's new data protection legislation creates opportunities for charities and non-profits

A valuable source of clarity and legal certainty, the Data (Use and Access) Act 2025 ('DUA Act') defines the next era of consumer data.



## A much-needed shift in legislation

For charities and non-profits, the DUA Act has become law at a crucial time. The past few years have seen intensifying pressure on fundraising, with household incomes remaining stagnant while the cost of living continues to skyrocket. Day-to-day operational expenses have also increased, which has a direct impact on the services charities provide and their ability to do their important work.



## New clarity for fundraising

Amid these pressures, charities and non-profits need effective ways to raise money without falling foul of privacy and data protection requirements. Building on GDPR, the new Act clarifies legitimate interest and includes direct marketing as an illustrative example. This increases legal certainty while encouraging organisations to think through their programmes from a supporter perspective.



## The Act will help charities and non-profits to:

- 1 Tap into the power of direct mail
- 2 Nurture one-off, ad-hoc supporters
- 3 Improve supporter experiences
- 4 Get closer to existing supporters

## 1 Tap into the power of direct mail

While bridging the gap between offline and digital journeys has become increasingly important for charities and non-profits, ad mail continues to deliver response rates that outperform other channels, according to the DMA Meaningful Marketing Measurement Report.

Average Number of Response Effects Generated by Charity Campaigns Including the Following Media



With the DUA Act's inclusion of direct marketing as an illustrative example of legitimate interest in the main text, non-profits can benefit from increased legal certainty. However, the PECR remains in effect and will determine which activities informed consent is required for.

### What you can do to prepare:

- Evaluate your direct mail capabilities if they slowed post-GDPR
- Refresh and reorganise your consumer data
- Start planning your campaigns now



## 2 Nurture one-off, ad-hoc supporters

**According to data from Blackbaud and Nepa, 59% of donors across all age groups prefer to give on a one-off, ad-hoc basis. With a heightened sense of unpredictability in our financial futures, employment and expenses, many of us would rather give when we can without the commitment of a recurring donation or Direct Debit. In this context, it's more important than ever for charities to maintain close, lasting relationships.**

The DUA Act will enable charities to communicate with their supporters more closely, not just through direct marketing, but also the extension of the 'soft opt-in.' Previously limited to commercial products and services, the soft opt-in means you can send electronic mail to your supporter base providing you captured their details while they were expressing interest (for example, a donation). You must also provide an opt-out option when you collect those details and at every subsequent communication.

### What you can do to prepare:

- Start designing a comms strategy to keep one-off donors engaged
- Consider all the other ways supporters 'express interest' which you could use as a soft opt-in



### 3 Improve supporter experiences

The world of customer experience (CX) has evolved significantly in the last decade. Today, consumers expect the frictionless convenience of their favourite retailers in every interaction, and non-profits are no exception. In fact, the [Blackbaud Status of UK Fundraising Report 2023](#) reveals that 26% of charities said improving supporter experience led to income growth.

Modern supporter experiences must consider every touchpoint - online and off - and bring them together in a way that's intuitive and seamless. Now, non-profits need to plan their activity with respect to the DUA Act, as well as PECR and UK GDPR which remain in force.

#### What you can do to prepare:

- Review your data and whether your activity falls under DUA, PECR and UK GDPR requirements
- Explore the role direct mail could play in more cohesive, joined-up digital journeys that keep supporters engaged and informed



### 4 Get closer to existing supporters

Charitable giving and revenue for non-profits and charities have been declining steadily for several years. Recent Blackbaud data estimates that 45% of charities with declining income say lower donations from existing supporters is the most significant cause.

In part, the DUA Act's extension of the soft opt-in will make it easier to get supporters involved with a wider range of fundraising initiatives through cross-promotion. The Act retains and builds on the provisions in GDPR, including those around processing data to understand donor behaviours and uncover new opportunities to drive fundraising revenue.

#### What you can do to prepare:

- Identify consistent donor groups where there may be opportunities to increase revenue
- Review how you process supporter data, providing there is no special category data involved

# Preparing for the administrative load of the DUA Act

**In some ways, the DUA Act reduces the administrative burden on charities and non-profits. However, many of the requirements of existing legislation remain, including handling complaints and Subject Access Requests.**

If you're already well-versed in existing legislation, you'll have processes in place for common admin tasks. While these must still be responded to within one month, controllers can 'stop the clock' while waiting for further information

For complaints, the Act introduces new obligations to report complaint volumes to the Information Commissioner, and also requires organisations to have a data complaint process in place.



# Stay up to date with the Data (Use and Access) Act and other industry news



**Need more support to prepare for the Data (Use and Access) Act?**  
**Contact our expert team at**  
[uk.paragon.world/contact-us](https://uk.paragon.world/contact-us)

## About Paragon

We help clients strengthen their brands, grow revenue and reduce costs by transforming key business processes and improving customer engagement. Our expertise spans customer communications, digital customer experience, marketing and creative services, business process services and workplace solutions where we offer intelligent outsourcing that enables our clients to focus on their core priorities.

We create lasting value by helping businesses connect more effectively with their customers and operate more efficiently. Whether it's reengineering complex processes, managing customer journeys or delivering smart, scalable solutions, we work as a trusted partner to drive measurable results. With global reach and deep local insight, we deliver the flexibility, responsiveness and domain expertise clients need to succeed in a rapidly evolving landscape.

Made in  
partnership with



# PARAGON

