

East & North

Hertfordshire Hospitals'

Charity



Privacy Notice

1. Who is this privacy notice from?

This notice is from East and North Hertfordshire Hospitals' Charity, who fundraise for projects which are above the obligation of East and North Herts NHS Trust, at all of their sites. These include the Lister Hospital, QEII, Hertford County and Mount Vernon Cancer Centre. Current projects and services funded and/or supported by the Charity include but are not limited to; the Lynda Jackson Macmillan Centre, Magic of Play and the Butterfly Project. Throughout this notice 'we' and 'us' means East and North Herts Hospitals Charity. Our registered charity number is 1053338.

2. What is this notice about?

East and North Herts Hospitals' Charity is committed to protecting your privacy. This notice explains how we use and store the personal information you provide to us.

3. What personal data do we hold about you?

Personal information is information that can be used to identify you.

As a charity with you as a supporter we are likely to hold your name, date of birth, email address, postal address, telephone number, mobile telephone number, fax number, bank account details, credit/debit card details and whether you are a UK tax payer. If you do not permit us to hold your personal data as described, we will not be able to contact you to provide information about our events and activities'

Whether you are a UK tax payer is relevant to us so that we can claim Gift Aid (please rest assured we do not collect information about your actual tax payments, just whether you are a tax payer). Gift aid allows us to reclaim 25% of your donation from HMRC, if you are a UK tax payer, at no cost to yourself.

We do not usually collect "sensitive personal information" about you unless there is a clear reason for doing so, such as participation in an event where we need this information to ensure we provide appropriate facilities for you.

We will only collect health information and photographs of you, for example if you willingly tell us about your experiences of care at any of our sites (for example, if you act as a case study for us). Where you provide this information we may want to use this in our communications including PR and media activity, digital and social media, campaigning, fundraising materials and internal communications. We would never use your story without obtaining your consent first and we will fully explain how we would like to use your

information, so that we may obtain your fully informed consent.

Credit, Debit card payment information

If you use your credit or debit card to donate to us, buy something or pay online or over the phone, we will ensure that this is done securely and in accordance with the Payment Card Industry Data Security Standard. Find out more information about PCI DSS standards by visiting their website at www.pcisecuritystandards.org.

We do not store your credit or debit card details at all, following the completion of your transaction. All card details and validation codes are securely destroyed once the payment or donation has been processed. Only those staff authorised to process payments will be able to see your card details. If we receive an e-mail containing any credit or debit card details, it will be immediately deleted, no payment will be taken and you will be notified about this.

4. Where do we obtain your personal data?

We collect personal information which is provided to us via phone, mobile, e-mail, letter, online or any other correspondence and store this on a customer relationship management system which is only accessible to us, we will never buy or sell this information.

We collect personal information about you when you ask about our activities, register with us, make a donation to us, register for an event, order products and services (such as publications and email newsletters), or otherwise give us personal information.

5. What is the legal basis for us using your data?

We will only use your information where we have a legal basis to do so in line with the GDPR and we will always respect your rights, which are explained in section 14.

Where we use your information, it will be because you have either:

1. Consented to us doing so
or
2. Because we consider we have a legitimate interest to do so. Where we do rely on a legitimate interest to use your information, we will always ensure that this is done in a way so as not to be intrusive or cause distress, and that respects your rights.

Here are some examples of what we consider to be a legitimate interest:

1. You have made a donation to us in the past 2 years and have not expressed a desire to not be contacted again.
2. We are directly replying to contact you have made with us
3. You have volunteered or fundraised for us in the past 2 years and have not expressed a desire to not be contacted again.
4. We believe that in your role as a trustee/ambassador or professional capacity our work is of interest to you

or

3. Because we have a legal obligation to do so

For example, we are legally required to provide your data to HMRC if you have agreed to us claiming Gift Aid on your behalf.

6. Why do we collect and use your personal information

We collect and use your personal information to keep in touch with you about the vital work we do for patients and their families, our fundraising appeals and opportunities to support us and make sure our supporters are appropriately recognised. This includes:

- To contacting you to invite you to events
- To contact you to tell you about our fundraising appeals and ask for support
- To ensure we have records of your past support and can thank you appropriately for this and make sure we always manage our relationships with you in the way you wish and expect
- To manage our ongoing relationship with our supporters and anyone we work with
- To manage our financial transactions and prevent fraud

7. How do we use your personal information?

7.1 To send you marketing communications by email, mobile messaging, or direct message on social media, where you have agreed to receive this

Where you have provided an email, mobile phone number, or details of your social media profiles and consented to being contacted in this way, we will send you information by those channels – including by direct message through social media – covering ways to give or raise money for us, to campaign for us, to volunteer for us, updates on health information, on our research and on our wider work.

7.2 To contact you by phone and post

Where it is appropriate and relevant, and you have provided us with a telephone number or a postal address, we will occasionally call or write to you to tell you about ways to give or raise money for us, to campaign for us, to volunteer for us, updates on health information, on our research and on our wider work. We will not contact you by phone for marketing purposes if your number is registered with the Telephone Preference Service, unless you have agreed to receive calls from us.

7.3 To manage your contact preferences

You can tell us to stop contacting you, or change the way in which we do so, by getting in touch with us using the details in section 16. We will keep a record of any requests to stop receiving marketing from us to ensure that we do not communicate with you in the future, unless you tell us you want to hear from us again.

7.4 To make sure we speak to you in way that is relevant to you, and to understand our supporters more broadly

We try to ensure that our communications are as effective as possible so that we make the best use of the money we spend on them. This means communicating with people in different ways, appropriate to them.

On occasion, we will use information you have given us directly, for example the record of your previous donations to us and the type of activity you have been involved with, to tailor our communications with you about future activities. We will also use information about how you use our website or interact with our emails so we can make them more effective.

In certain circumstances we will use information about you from publicly available sources such as online registries, websites, media or social media, or personal introductions in order to understand more about your interests and preferences so that we can better tailor our communications – telling you about the things you are likely to be interested in or letting you know of ways to fundraise with us which is relevant to you. We may do this by looking at your career information, peer networks, demographic information, hobbies and interests or other information.

We will analyse data from our database so that we can understand our supporters. For example, we use systems such as Mosaic to create supporter categories within our database based on postcodes and we will, where appropriate, store this information on your record. We will also use broad demographic information such as statistics and analysis from third parties to better understand how our own supporter base compares to the general population. This helps us to decide who to send our communications to and is useful to ensure the communications you receive are relevant to you.

If you would prefer we didn't use your information in this way, then you have the right to tell us to stop and can do so by getting in touch with us using the details in the "Contacting us" section.

8.5 Use any images, videos of, or other information you tell us about something you have done for East and North Hertfordshire Hospitals' Charity

If you share information about the fundraising or campaigning activities you have done for us, or your personal experiences, by post, email or over social media, we may want to use this to help us promote our events and activities in the future. We will obtain the necessary permission to use this information.

9. Sharing your data

We will not sell or swap your information.

We may disclose your personal information to third parties if we are required to do so through a legal obligation (for example to the police or a government body); to enable us to enforce or apply our terms and conditions or rights under an agreement; or to protect us, for example, in the case of suspected fraud or defamation.

We do not share your information for any other purposes.

We will never share your information with third parties for their own purposes, unless this is explained to you at the time we collect your information, you give us your permission to, or we are legally required to do so. For example, we are legally required to provide your data to HMRC if you have agreed to us claiming Gift Aid on your behalf.

We also use suppliers known as 'data processors' to process data on our behalf, for example, to send out mailings. When enlisting the services of such suppliers we ensure that they are under a contractual obligation to only use your information in accordance with our instructions and for no other purposes.

10. How do we keep your data accurate?

We aim to ensure that all information we hold about you is accurate and, where necessary, kept up to date. If any of the information we hold about you is inaccurate and either you

advise us or we become otherwise aware, we will ensure it is amended and updated as soon as possible. You have rights under data protection law to have inaccurate personal data corrected and incomplete data completed. For more details about your rights please see section 14.

11. Children's privacy

If you are aged 16 or under, and would like to participate in an event, make a donation or get involved with us, please make sure that you have your parent/guardian's permission before giving us your personal information. When we collect information about a child or young person, we will make it clear as to the reasons for collecting this information and how it will be used.

12. Vulnerable circumstances

We recognise the importance of protecting our vulnerable supporters and follow the guidance issued by the Institute of Fundraising on treating donors fairly. We believe this helps to support our staff and fundraisers who come into contact with supporters in providing high quality customer care, ensuring anyone donating to the charity is in a position to make a free and informed decision.

Access the Institute of Fundraising's website - for more guidance.

13. Storing your data and keeping it safe

We will keep your information for as long as required to enable us to operate our services but we will not keep your information for any longer than is necessary. We will take into consideration our legal obligations and tax and accounting rules when determining how long we should retain your information. When we no longer need to retain your information we will ensure it is securely disposed of, at the appropriate time.

When storing data we will take such measure as are appropriate to ensure the confidentiality, integrity and availability of systems, which are regularly independently tested and reviewed.

All the charities data processing and storage activities are undertaken in line with East and North Hertfordshire NHS Trust's Data Security and Records Management Policy.

14. Your rights

You have the right to:

- Request a copy of the information we hold about you;
- Update or amend the information we hold about you if it is wrong;
- Change your communication preferences at any time;
- Ask us to remove your personal information from our records;
- Object to the processing of your information for marketing purposes; or
- Raise a concern or complaint about the way in which your information is being used.

Specifically under the General Data Protection Regulations (GDPR) you have the following rights:

Information Right – the right to receive the information contained in this policy and our data collection forms about the way we process your personal data.

Personal Data Access Right – the right to know that we are processing your personal data and, in most circumstances, to have a copy of the personal data of yours that we hold. You can also ask for certain other details such as what purpose we process your data for and how long we hold it.

Personal Data Correction Right – You have the right to request that we correct inaccurate data or complete incomplete data that we hold on you.

Personal Data Erasure Right – Known as the Right to be forgotten. In certain circumstances you may request that we erase your personal data held by us.

Personal Data Restriction Right – You have the right to restrict the way we process your personal data in certain circumstances, for example if: you contest the accuracy of the data, if our processing is unlawful, to pursue legal claims, where we are relying on legitimate interests to process data.

Data Processing Objection Right – You have the right to object to us processing your data for (i) direct marketing purposes (ii) scientific or historical research or statistical purposes and (iii) purposes of profiling related to direct marketing or based on our legitimate interests or on the performance of a task in the public interest

Data Portability Right – you have the right to receive a copy of certain personal data or to have it transferred to another organisation in some circumstances

Right to Withdraw Consent at any time Where we use your personal information based on your prior consent, such information about your health, or where you have given us permission to send you marketing communications by email, mobile messaging and by direct message on social media, you can withdraw your consent at any time by contacting us.

If you wish to find out more about these rights, or obtain a copy of the information we hold about you, please contact our Head of Charity at

Email: eloise.huddleston@nhs.net
Tel: 01438 286369
East and North Hertfordshire NHS Trust
Frogmore Building (Flat 65)
Lister hospital
Coreys Mill Lane
Stevenage
Hertfordshire
SG1 4AB

15.Changes to this privacy notice

This policy replaces all previous versions and is correct as of April 2018. We will regularly review and update this Privacy and Data Protection Statement and will update, modify, add or remove sections at our discretion. Any changes will be notified to you either via e-mail or through an announcement on our website and/or the continued provision of personal information after we have posted the changes to these terms will be taken to mean you are in agreement with those changes.

16. Do you have any questions?

If you have any questions or queries about this Privacy and Data Protection Statement, please contact our Head of Charity using the above address and contact details.

Email: eloise.huddleston@nhs.net

Tel: 01438 286369

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