

Fundraising & Trading Company Privacy Notice

This Privacy Notice explains what information we collect about you, how we store this information, how long we retain it and with whom and for which legal purpose we may share it.

Willowbrook Hospice also publishes a number of specific notices which are available at the bottom of this page.

To find out more about our Privacy Notice, please select the relevant hyperlink below:

Who we are?

Why we collect personal information about you?

What is our legal basis for processing your personal information?

What personal information do we need to collect about you and how do we obtain it?

What do we do with your personal information and what we may do with your personal information?

Who do we share your personal information with and why?

How we maintain your records?

What are your rights?

Who is the Data Protection Officer?

How to contact the Information Commissioners Office

<p>Who we are?</p>	<p>Willowbrook Hospice is a charity, and we rely on donations from the local community to make sure that we can offer our special medical care free of charge to local people with cancer and other life limiting illnesses.</p> <p>The Hospice is based in Portico lane, with a corporate building the Living Well, and shops across the St Helens and Knowsley. It costs almost £5 million to offer our services, and all of our funding is raised in this community. We are fortunate to receive around a third of our funding from the local CCG; and we raise the rest through events and donations, from our own lottery and shops.</p> <p>The Hospice is registered with the Information Commissioner’s Office (ICO) to process personal and special categories of information under the Data Protection Act 2018/GDPR and our registration number is Z582031X.</p> <p>For further information please refer to the ‘About US’ page on our website</p>
<p>Why we collect personal information about you?</p>	<p>The hospice collects personal information in order to contact you; and personal information about you can be held in a variety of formats, including paper records, and electronically on our secure computer system.</p>
<p>What personal information do we need to collect about you and how do we obtain it?</p>	<p>Personal information we collect includes details such as your name, date of birth, email address, postal address, telephone number and credit/debit card details (if you are making a purchase or donation), as well as any relevant information you provide in any communications between us. You will have given us this information whilst making a donation, registering for an event, placing an order on our website or any of the other ways that you interact with us.</p>

What do we do or may do with your personal information?

We will mainly use this information:

- To process your donations or other payments, to claim Gift Aid on your donations and verify any financial transactions
- To provide the services or goods that you have requested
- To update you with important administrative messages about your donation, an event or services or goods you have requested
- To comply with the Charities (Protection and Social Investment) Act 2016 and follow the recommendations of the official regulator of charities, the Charity Commission, which require us to identify and verify the identity of supporters who make major gifts, so we can assess any risks associated with accepting their donations. We are also registered with the Fundraising Regulator, and comply with their codes of conduct
- To keep a record of your relationship with us

If you do not provide this information, we will not be able to process your donation, sign you up for a particular event or provide goods and services you have requested.

We may also use your personal information:

- To contact you about our work and how you can support the hospice
- To invite you to participate in fundraising events, surveys or research

Profiling: What we may do to ensure our work is more unique to you?

We want to improve how we talk to you and the information we provide through our website, services, products and information. To do this we sometimes use profiling and screening methods so that we can better understand our supporters, your preferences and needs to provide a better experience for you.

We may carry out targeted fundraising activities using profiling techniques based on the information that we hold about you. We may also work with third party organisations who provide additional insight, this may include providing general information about you that is publicly available.

This information can be appended to the information that you have provided which allows us to use our resources more effectively by better understanding the background of our supporters and making appropriate requests based on what may interest them and their capacity to give.

You can of course opt out of this activity at any time. To do this, email events@willowbrookhospice.org.uk with the subject line 'Please stop analysis of my data' or by contacting our Fundraising Team on 01744 453798.

Marketing

We will only contact you about our work and how you can support the hospice by phone, email or text message, if you have agreed for us to contact you in this manner.

However, if you have provided us with your postal address we may send you information about our work and how you can support the hospice by mail, unless you have told us that you would prefer not to hear from us in that way.

You can update your choices or stop us sending you these communications at any time by contacting events@willowbrookhospice.org.uk or clicking the unsubscribe link at the bottom of the relevant communication.

What is our legal basis for processing personal information about you?

In some cases, we will only use your personal information where we have your consent or because we need to use it in order to fulfil a contract with you (for example, because you have placed an order on our website).

However, there are other lawful reasons that allow us to process your personal information and one of those is called 'legitimate interests'. This means that the reason that we are processing information is because there is a legitimate interest for the hospice to process your information to help us to achieve **The Best Care Delivered with Compassion for Our Community**.

Whenever we process your Personal Information under the 'legitimate interest' lawful basis we make sure that we take into account your rights and interests and will not process your personal information if we feel that there is an imbalance.

Some examples of where we have a legitimate interest to process your Personal information are where we contact you about our work via post, use your personal information to better understand who our supporters are, improving our services, for our legal purposes (for example, dealing with complaints), or for complying with guidance from the Charity Commission.

For further information on this legislation please visit: <http://www.legislation.gov.uk/>

Sharing your information

The personal information we collect about you will mainly be used by our staff (and volunteers) at the hospice so that they can communicate with or contact you.

We will never sell or share your personal information with organisations so that they can contact you for any marketing activities. Nor do we sell any information about your web browsing activity.

The hospice may however share your information with our trusted partners and suppliers who work with us or on our behalf to deliver our services, but processing of this information is always carried out under our instruction. We make sure that they store the data securely, delete it when they no longer need it and never use it for any other purposes. Some examples of where we may share your information are with our fulfilment partners who help to create and send information to you to reduce our costs, with our partners who help us to process donations and claim Gift Aid and our partners who help us to manage our social media accounts.

We enter into contracts with these service providers that require them to comply with Data Protection Laws and ensure that they have appropriate controls in place to secure your information.

Legal disclosure

We may disclose your information if required to do so by law (for example, to comply with applicable laws, regulations and codes of practice or in response to a valid request from a competent authority); or, in order to enforce our conditions of sale and other agreements.

How long we hold your information for?

We only keep it as long as is reasonable and necessary for the relevant activity, which may be to fulfil statutory obligations (for example, the collection of Gift Aid).

Keeping your information safe

We take looking after your information very seriously. We've implemented appropriate physical, technical and organisational measures to protect the personal information we have under our control, both on and off-line, from improper access, use, alteration, destruction and loss.

Unfortunately the transmission of information using the internet is not completely secure. Although we do our best to protect your personal information sent to us this way, we cannot guarantee the security of data transmitted to our site.

Any debit or credit card details which we receive on our website are passed securely to Global payments our payment processing partner, according to the Payment Card Industry Security Standards.

What are your rights?

You have various rights in respect of the personal information we hold about you – these are set out in more detail below;

Access to your personal information: You have the right to request access to a copy of the personal information that we hold about you, along with information on what personal information we use, why we use it, who we share it with, how long we keep it for and whether it has been used for any automated decision making. You can make a request for access free of charge. Please make all requests for access in writing, and provide us with evidence of your identity.

Right to object: You can object to our processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes. Please contact us as noted above, providing details of your objection.

What are your rights?

Consent: If you have given us your consent to use personal information (for example, for marketing), you can withdraw your consent at any time.

Rectification: You can ask us to change or complete any inaccurate or incomplete personal information held about you.

Erasure: You can ask us to delete your personal information where it is no longer necessary for us to use it, you have withdrawn consent, or where we have no lawful basis for keeping it.

Portability: You can ask us to provide you or a third party with some of the personal information that we hold about you in a structured, commonly used, electronic form, so it can be easily transferred.

Restriction: You can ask us to restrict the personal information we use about you where you have asked for it to be erased or where you have objected to our use of it.

No automated-decision making: Automated decision-making takes place when an electronic system uses personal information to make a decision without human intervention. You have the right not to be subject to automated decisions that will create legal effects or have a similar significant impact on you, unless you have given us your consent, it is necessary for a contract between you and us or is otherwise permitted by law. You also have certain rights to challenge decisions made about you. We do not currently carry out any automated decision-making.

<p>Information Governance Lead</p> <p>OR</p> <p>Data Protection Officer</p>	<p>If you wish to raise a complaint on how we have handled your personal data, you can contact our IG Lead in writing and addressing your complaint to:</p> <p>Mrs Chris Haywood, Clinical Director Willowbrook Hospice Portico Lane Prescot L34 2QT</p> <p>Head of Information Governance and Data Quality: Craig Walker Information Governance Team St Helens & Knowsley Teaching Hospitals NHS Trust Alexandra Business Park Court Building Prescot Road St Helens WA10 3TP</p> <p>Or via IG@sthk.nhs.uk</p>
<p>Information Commissioner's Office</p>	<p>The Information Commissioner's Office (ICO) is the body that regulates the Hospice under Data Protection and Freedom of Information legislation. https://ico.org.uk/. If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can complain to the. ICO at:</p> <p>Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF</p> <p>Tel: 0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number</p> <p>Fax: 01625 524 510 Email: casework@ico.org.uk</p>