

# Privacy Policy

## Introduction

St. Michael's Hospice (North Hampshire) ("we") promises to respect any personal data you share with us, or that we get from other organisations and keep it safe. We aim to be clear about what we will do with your data when we collect it and not do anything you wouldn't reasonably expect.

Developing a better understanding of our supporters through their personal data allows us to make better decisions, fundraise more efficiently and, ultimately, helps us to give our patients the best possible quality of life by providing specialist care and support both within our Hospice in Basingstoke and at patients' homes throughout North Hampshire. We have made improvements to this policy to make it more understandable to supporters.

From 2018, we moved to be an 'opt-in only' communication policy. This means that we will only send marketing communications to those that have explicitly stated that they are happy for us to do so via their preferred channel(s) (email, SMS, phone or post).

Our marketing communications include information about fundraising and from time to time we would like to be able to contact you with event offers, and information on our other activities. If you would like to receive such communications but have not opted in please contact us on (01256) 848848 or [fundraising@stmichaelsospice.org.uk](mailto:fundraising@stmichaelsospice.org.uk)

## Where we collect information about you

We collect information in the following ways:

1. When you give it to us DIRECTLY

You may give us your information in order to sign up for one of our events, tell us your story, make a donation, purchase our products or communicate with us.

2. When you give it to us INDIRECTLY

Your information may be shared with us by independent event organisers, for example the London Marathon, or fundraising sites like Just Giving or Virgin Money Giving. These independent third parties will only do so when you have indicated that you wish to support St. Michael's Hospice (North Hampshire) and with your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

3. When you give permission to OTHER ORGANISATIONS to share or it is available publicly. We may combine information you provide to us with information available from external sources in order to gain a better understanding of our supporters to improve our fundraising methods, products and services.

The information we get from other organisations may depend on your privacy settings or the responses you give, so you should regularly check them. This information comes from the following sources:

- **Third party organisations**

You may have provided permission for a company or other organisation to share your

data with third parties, including charities. This could be when you buy a product or service, register for an online competition or sign up with a comparison site.

- **Social Media**

Depending on your settings or the privacy policies for social media and messaging services like Facebook, WhatsApp or Twitter, you might give us permission to access information from those accounts or services.

- **Information available publicly**

This may include information found in places such as Companies House and information that has been published in articles/ newspapers.

#### 4. When we collect it as you use our WEBSITES OR APPS

Like most websites, we use “cookies” to help us make our site – and the way you use it – better. Cookies mean that a website will remember you. They’re small text files that sites transfer to your computer (or phone or tablet). They make interacting with a website faster and easier – for example by automatically filling your name and address in text fields. There are more details in our [Terms and Conditions](#).

In addition, the type of device you’re using to access our website or apps and the settings on that device may provide us with information about your device, including what type of device it is, what specific device you have, what operating system you’re using, what your device settings are, and why a crash has happened. Your device manufacturer or operating system provider will have more details about what information your device makes available to us.

## What personal data we collect and how we use it

The type and quantity of information we collect and how we use it depends on why you are providing it.

### 1. Supporters

If you support us, for example by making a donation, volunteering, registering to fundraise, signing up for an event or buying something from our shop, we will usually collect:

- Your name
- Your contact details
- Your bank or credit card details.

Where it is appropriate we may also ask for:

- Your date of birth
- Information relating to your health (for example if you are taking part in a high risk event)
- Why you have decided to donate to us. We will never make this question mandatory, and only want to know the answer if you are comfortable telling us.

We will mainly use your data to:

- Provide you with the services, products or information you asked for
- Administer your donation or support your fundraising, including processing gift aid
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Understand how we can improve our services, products or information.

We may also use your personal information to detect and reduce fraud and credit risk.

## **2. Building profiles of supporters and targeting communications**

With your consent we use profiling and screening techniques to ensure communications are relevant and timely, and to provide an improved experience for our supporters. Profiling also allows us to target our resources effectively, which donors consistently tell us is a key priority for them. We do this because it allows us to understand the background of the people who support us and helps us to make appropriate requests to supporters who may be able and willing to give more than they already do. Importantly, it enables us to raise more funds, sooner, and more cost-effectively, than we otherwise would.

## **3. Direct Marketing**

With your consent, we will contact you to let you know about the progress we are making and to ask for donations or other support. Occasionally, we may include information from partner organisations or organisations who support us in these communications. We make it easy for you to tell us how you want us to communicate, in a way that suits you. Our forms have clear marketing preference questions and, once you have opted-in we always include information on how to opt out when we send you marketing. If you don't want to hear from us, that's fine. Just let us know when you provide your data or contact us on (01256) 848848 or [fundraising@stmichaelshospice.org.uk](mailto:fundraising@stmichaelshospice.org.uk). For more information on our direct marketing, please request our direct mail policy.

We do not sell or share personal details to third parties for the purposes of marketing. But, if we run an event in partnership with another named organisation your details may need to be shared. We will be very clear what will happen to your data when you register. For more information, please see the event terms and conditions.

## **4. Sharing your story**

Some people choose to tell us about their experiences with St. Michael's Hospice to help further our work. They may take on a role as a volunteer ambassador or be featured in internal/external communications, attend our patient focused events or sit on our committees. This may include them sharing sensitive information related to their health and family life in addition to their biographical and contact information.

We use some of the information provided, including gender, ethnicity or the type of condition people have experience with, to target opportunities to get involved. We will also monitor the types of people who are involved to ensure that the views we hear are representative of all people affected by life-limiting illness.

If we have the explicit and informed consent of the individuals, or their parent or guardian if they are under 18, this information may be made public by us at events, in materials promoting our campaigning and fundraising work, or in documents such as our annual report.

## **5. Support for individuals affected by Life Limiting Illness**

We run services to provide support to individuals affected by life limiting illness, and collect personal data in order to provide those services. This information is managed separately from other data provided to the charity.

Hospice clinical staff collect sensitive personal data about your health when you speak or email them. They will use this information to answer your questions and give advice or guidance. We will also use it for training, quality monitoring or evaluating the services we provide.

St. Michael's Hospice (North Hampshire) will only share your details with third parties in exceptional circumstances to comply with the nurses' code of professional conduct or where legally required, for example where a child reports abuse, or someone reports serious self-harm or a serious intention of harming someone else.

We may also collect and retain your information if you send feedback about our services or make a complaint.

## **6. Children's data**

We do not store any data on those aged under the age of 16 unless there is expressed permission given from a parent or guardian for a special reason.

## **How we keep your data safe and who has access**

We ensure that there are appropriate technical controls in place to protect your personal details. For example our website is HTTP secure with online forms encrypted. Our network is protected and routinely monitored. All databases are encrypted and password protected.

We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff, volunteers and contractors.

We may use external companies to collect or process personal data on our behalf. We do comprehensive checks on these companies before we work with them, and put a contract in place that sets out our expectations and requirements, especially regarding how they manage the personal data they have collect or have access to.

Some of our suppliers run their operations outside the European Economic Area (EEA). Although they may not be subject to same data protection laws as companies based in the UK, we will take steps to make sure they provide an adequate level of protection in accordance with UK data protection law. By submitting your personal information to us you agree to this transfer, storing or processing at a location outside the EEA.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent and it is never sold to a third party.

## **Keeping your information up to date**

We really appreciate it if you let us know if your contact details or circumstances change. By keeping details up to date we are able to effectively maintain our database.

## **Your right to know what we know about you, make changes or ask us to stop using your data**

You have a right to ask us to stop processing your personal data, and if it's not necessary for the purpose you provided it to us for (e.g. processing your donation or registering you for an event) we will do so. Contact us on (01256) 848848 or [fundraising@stmichaelsospice.org.uk](mailto:fundraising@stmichaelsospice.org.uk) if you have any concerns.

You have a right to ask for a copy of the information we hold about you. If there are any discrepancies in the information we provide, please let us know and we will correct them.

If you want to access your information, send a description of the information you want to see and proof of your identity by post to Data Protection, St. Michael's Hospice (North Hampshire), Basil De Ferranti House, Aldermaston Road, Basingstoke, RG24 9NB. We do not accept these requests by email so we can ensure that we only provide personal data to the right person.

If you have any questions please send these to [fundraising@stmichaelshospice.org.uk](mailto:fundraising@stmichaelshospice.org.uk), and for further information see the [Information Commissioner's guidance here \(link is external\)](#).