

## Supporter Privacy Notice

(March 2020)

### Introduction

Phyllis Tuckwell Hospice Care (“we”) promise to respect any personal data that you share with us, or that we get from other organisations, and keep it safe. We aim to be clear when we collect your data and not do anything you would not 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 achieve our mission of caring compassionately for adults living with an advanced or terminal illness, and those closest to them, so that they have the best possible quality of life and the patients’ final days are peaceful.

### Legal basis

We carry out our data processing in accordance with current legislation and guidance, including the Data Protection Act 2018 and the General Data Protection Regulations (GDPR) incorporated within. The law allows us to process your data for one or more of the following reasons:

- you have given us your consent
- it is necessary for us to be legally compliant
- there is a legitimate interest to do so e.g. to continue an existing relationship by updating you on our fundraising journey and providing you with the opportunity to offer further support.

As well as providing information about fundraising activities, goods & services and campaigns, our marketing materials also include information about the work we do, organisational updates and our plans for the future. If you would like to receive these communications please contact us on 01252 729446 or [fundraising@pth.org.uk](mailto:fundraising@pth.org.uk).

### How do we collect information?

We collect information in the following ways:

- 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. Sometimes when you support us, your information is collected by an organisation working for us (e.g. a professional fundraising agency), but we are responsible for your data at all times.

- When you give it to us INDIRECTLY

Your information may be shared with us by independent event organisers 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 Phyllis Tuckwell and with your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

- Publicly available information

This may include information from public bodies, such as Companies House or from information that has been widely published such as in newspapers or magazines.

Whenever we contact you, you will always be given an option to opt out of marketing communications, or you can contact us on the numbers below.

- Online

When you use our website, we use tools like Google Analytics to collect information such as your IP address, the browser you use (e.g. Internet Explorer, Firefox etc.), domain names, the time of day you accessed the website and referring website addresses. This information helps to improve our online services, ensures security and helps to protect against fraud. It also assists with diagnosing online problems with our website.

We also use cookies to give us more understanding of how people use our website. See our Cookies Policy <https://www.pth.org.uk/cookies>.

### **What information do we collect and how do we use it?**

If you support us, for example to make a donation, fundraise on our behalf, take part in an event or to purchase tickets or products from our web shop, we will collect details from you. These will normally be your name, contact address, email address, date of birth and payment details. Occasionally we may also ask for information relating to your health, for example if you are participating in an event. Sometimes we will ask why you are supporting us, but you do not have to complete this information. We will also keep a record of your activities and correspondence with us.

Having collected this data we use it to;

- fulfil the original request associated with the collection of your data
- support you in any future fundraising activities you may undertake
- keep a record of your relationship with us
- make sure we only contact you with relevant information in the way that you have indicated
- help us to improve the way we communicate with you and other supporters
- help us to plan our future fundraising activities.

### **Supporter profiling and communication targeting**

We only profile data to ensure that the communications we send are relevant and timely and provide the best possible experience for our supporters. Analysing the data you have provided and the history of your relationship with us allows us to target our resources effectively, which we know is important to our supporters.

### **Direct Marketing**

Periodically and proportionally we will contact you to keep you updated with the charity's activities and to ask for donations and other support. Occasionally we may include information from partner organisations or sponsors who support these communications.

We always make it easy for you to tell us about your communication preferences. Our literature carries clear and unambiguous marketing questions and we tell you how you can opt out, if you no longer want to hear from us. If you do not want to hear from us, that's fine. Just let us know when you provide your data, or contact us on 01252 729446 or [fundraising@pth.org.uk](mailto:fundraising@pth.org.uk).

### **Children's data**

We collect data from children and ensure we manage it in an appropriate manner. This information is usually collected when a child participates in an event or raises money for us. We do not contact anybody for marketing purposes under the age of 18.

### **What we do not do with your data**

We do not sell, rent or share your data with any other organisations to be used for their own purposes. We only share data when it is necessary to deliver a service you have ordered from us, e.g. a delivery, or where it is necessary to facilitate the delivery of a communication, e.g. to a mailing house.

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

We take appropriate measures to ensure that the data you give us safe, these include;

- Physical and electronic controls to prevent loss, misuse and alteration of data under our control
- Regular reviews of who has access to data and that staff and volunteers are appropriately trained
- When we use external companies to process data, e.g. mailing houses, Just Giving etc. we do comprehensive checks and put contracts in place that ensure they comply with all current data protection legislation.

Sometimes we may be requested to disclose data to the police, regulatory bodies or legal advisors.

The personal information that we collect from or about you may be transferred to, and stored at, a destination outside the European Economic Area (EEA) (e.g. fundraising events that are outside the EEA, or in order to process credit/debit card transactions, the bank or card processing agency may require verification of your personal details for authorisation outside the EEA). By submitting your personal information, you agree to this transfer, storing or processing. We will take all reasonable and necessary steps to ensure that your personal information is treated securely and in accordance with this privacy policy.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

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

We do periodically 'clean' our database against publically available information such as death records, electoral registers etc. We do this so to avoid inappropriate and unnecessary marketing activities. We do not however use this information to update your record to continue contacting you, for example if you have changed address.

We really appreciate it if you let us know if your contact details change. You can do this by contacting us on 01252 729446 or [fundraising@pth.org.uk](mailto:fundraising@pth.org.uk).

### **Your rights**

With regards to your personal data you have the following rights;

- You always have the right to ask us to stop processing your data. This can be done quickly and simply, as highlighted above.
- You have a right to ask for a copy of the information we hold about you. If there any discrepancies in the information we provide, then please let us know so that we can correct them

You have the right to erasure, or what is sometimes referred to as the right to be forgotten. If you request this, we will delete your data (except what is necessary for us to retain in relation to the original reason for which it was provided, e.g. processing a donation or registering for an event.)If you want to access the information we hold on you then please make your request in writing, along with proof of identity to the Supporter Care team at;

Phyllis Tuckwell Hospice Care  
Waverley Lane  
Farnham  
Surrey  
GU9 8BL

We cannot accept email requests for this information as we need to ensure the information is being sent to the correct person.

You also have a right to lodge a complaint with the Information Commissioner's Office (ICO) on 0303 123 1113

### **Changes to the Notice and contact details**

We may change this Privacy Notice. If we make any significant changes we will make this clear on our website or we will contact you directly.

If you have any questions, comments or suggestions the contact details are as follows:

The Data Protection Officer (Paul Batten)  
Phyllis Tuckwell Hospice Care  
Waverley Lane  
Farnham  
Surrey  
GU9 8BL  
Tel: 01252 729400