

The Norfolk Hospice

Privacy Statement

This is the privacy statement for The Norfolk Hospice

This document sets out the basis upon which information is collected about you by us through the use of The Norfolk Hospice Tapping House(NHTH) website and any other communication networks by The Norfolk Hospice and the use of the personal information you provide to us in person or online, via email, phone, in writing or other correspondence.

The Norfolk Hospice is a Charitable Incorporated Organisation (Company No. 03185605) registered with The Charity Commission as charity number: 1062800. Our registered address is:

Wheatfields, Hillington, King's Lynn. PE31 6BH

The Norfolk Hospice is registered with the Information Commissioners Office registration no Z6698416, and any data collected will be used and held in accordance with the requirements of the UK Data Protection Regulations.

The Norfolk Hospice will look after any personal information that you share with us.

This is central to our values as a caring organisation. We want everyone who supports us, or who comes to us for treatment and care, to feel confident about how any personal information they share will be used.

Developing a better understanding of our supporters through their personal data allows us to make better decisions, fundraise more efficiently and, ultimately, helps us ensure our beneficiaries live and die with dignity. We have made improvements to this notice to make it more understandable to supporters.

We have adopted an 'opt-in' communication policy. This means that we will only send marketing communications to those that have stated that they are happy for us to do so via their preferred channel(s) (email, SMS or phone), unless we feel we have a legitimate interest in doing so.

Our marketing communications include information about our events, fundraising campaigns and palliative and end of life work. If you would like to receive such communications but have not opted in please contact us on 01485 601701 or fundraisingteam@norfolkhospice.org.uk

You can be confident that:

We will never release your information to organisations outside The Norfolk Hospice Hospice for their marketing purposes.

We only use personal information in the ways we need to and that is expected of us.

- We will keep you up to date with our work, including how we are campaigning to improve services, raising awareness, promoting understanding as well as our fundraising activities.

- But, we only use your personal information to do this if you have previously given consent.
- We will make it easy for you to tell us how you want us to communicate with you, including how to opt out from future communications – and we promise your request will be processed within 7 days.
- We will be especially careful and sensitive when engaging with vulnerable people or those we have reason to believe might be vulnerable
- We take all reasonable care to safeguard your personal information through security policies and secure business processes.
- We will always provide easy ways for you to contact us.

If you wish to see our Policy on the safe storage, handling and use of personal data please contact our Caldicott Guardian, on 01485 601700. This document also refers to how we manage personal data held on employees and volunteers.

How we collect personal data

We obtain personal data from you when you enquire about our activities, register with us, send NHTH an email, make a donation to us, or ask a question about our services or otherwise provide us with your personal information. Sometimes we may obtain your personal information from third parties but only if they provide the appropriate evidence that you have agreed for your personal information to be shared with other organisations.

We also gather general information about the use of our website such as pages visited and areas that are of most interest to users. We use this information to improve our website and make it a better experience for everyone. For further information, please see the cookies section below.

What information do we collect?

The personal information we collect might include name, address, email address, telephone numbers, date of birth and bank account details (for setting up regular direct debit or payment information). UK Data Protection Regulations recognises that certain categories of personal information are more sensitive. These are known as special categories of data and cover health information race, religious beliefs and political opinions. We do not usually collect special categories of data about our supporters unless there is a clear reason for doing so such as participation in a run or walk or similar fundraising event or where we need to ensure we provide the appropriate facilities or support to enable you to participate in an event.

How do we use your information?

We may use your personal information for:

- Dealing with your enquiries, requests and complaints
- Processing your donations and orders made online or through our shops
- Providing you with information about our work activities events and services

- Complying with our legal obligations policies and procedures
- Providing and personalising our services
- Administering membership records
- Fundraising
- Conducting market research
- Active promotion of research, development and service evaluation improves the quality of our services in the future. You may be offered the opportunity to participate within such areas and we would gain your consent prior to undertaking anything that would be used in this manner. The appropriate safeguards to your information are applied at all times. You are under no obligation to participate and may choose whether you are involved or not.

Consent on how personal data is used

We will give a clear explanation of the purpose for which personal information is collected and processed. Where necessary, we will also ask for consent to be given by a positive opt in choice. Sufficient information will be provided for an informed choice to be made. The personal data will not be used for any extra purpose without additional consent being obtained. It will also be made clear how consent can be withdrawn.

Data Security

We have in place physical, electronic and managerial procedures to safeguard and secure the personal information we collect.

We do use external ‘data processors’ to manage ticket purchases, online donations and donation information and hold email mailing lists. All of our data processors have provided statements on how they keep your personal data safe and secure in compliance with the UK Data Protection Regulations.

All our employees and data processors, who have access to, and are associated with the processing of personal data, are legally obliged to respect the confidentiality of our supporters’ personal data.

No sharing of personal data

We do not share personal information with any third parties for marketing purposes.

No indirect collection of personal data

We do not collect personal data indirectly, for instance by tracking people individually when they have interacted with our social media accounts.

Automated Decisions

We do not use automated decision making or profiling.

Retention of data

Paper records such as forms will be destroyed in line with the Hospice Disposal and Retention policy. A copy of this policy is available on request.

Your rights in connection with personal information

Under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a “data subject access request”). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to 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.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party.
- **Be informed** about the collection and use of your personal data.

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact the Director of Operations.

Rights to access, remove or correct personal information

You have the right to request a copy of the information that we hold about you and, depending on the amount of information we provide, we may make a small charge for this. Please contact us on:

- admin@norfolkhospice.org.uk
- Wheatfields, Hillington, King’s Lynn, PE31 6BH

If a member of the public asks for their personal data to be removed from our current record systems, this will be done within 28 days of the request being received. The same timescale will apply when we are notified that personal information needs to be corrected or updated.

Cookies

A cookie is a small file downloaded on to the hard drive of a computer or mobile device when the user logs on to a website.

We also set Google Analytics cookies to collect general statistical information to help us understand how our website is used and to improve the service we provide. We learn whether visitors have used the website before, which pages are the most popular and how users move around the site. This information does **not** allow users to be identified individually.

It is important for us to be able to include your visit in our statistics. By continuing to use the website without changing settings, you are agreeing to our use of these cookies.

To find out more general information on cookies, and how to control or delete them, please go to aboutcookies.org.uk

Other websites

On our website we occasionally provide links to other websites for your convenience and information. Please be aware that these sites may have different security and privacy policies and we have no control over and take no responsibility for any information submitted to these sites.

Changes to our privacy notice

This notice will be reviewed and amended in the light of any relevant changes in legislation or related good practice.

How to contact us

Please contact us if you have any questions about our privacy notice and policy. Our contact details are as follows:

Tel: 01485 601700

Email: admin@norfolkospice.org.uk

Post: The Norfolk Hospice, Wheatfields, King's Lynn, PE31 6BH