



Appendix F - Privacy Notice for Donors and Supporters

Oakhaven is committed to maintaining the accuracy, confidentiality and security of your personal information. This Privacy Notice describes the personal information that we collect from or about you, how we use it and to whom we disclose that information.

Who we are

Oakhaven Hospice is a registered charity number 900215. Companies House No: 02435177
Registered office: Lower Pennington Lane, Lymington, Hampshire, SO41 8ZZ.

We are committed to protecting your privacy and will only use personal data that we collect in line with all applicable laws, including the General Data Protection Regulation (GDPR).

In this Notice, “We”, “Us” and “Our” means Oakhaven Hospice (the Organisation), the provider of your medical treatment and care. “You” means the patient/service user on whose behalf the Organisation are providing the service that you or your nominated third party, such as your local authority, have requested.

We are committed to maintaining the accuracy, confidentiality and security of your personal information. Data protection law provides you with a right to be informed about the processing of your personal information. This Notice describes the personal information that we collect from or about you, and how we use and to whom we disclose that information. Where it is appropriate to the delivery of the service and in accordance with our contract with you or as required by law, we may also prescribe additional purposes and longer retention periods to those set out below.

What Personal Information Do We Collect?

For the purposes of our Privacy Policy, personal information is any information about an identifiable individual. Personal information does not include anonymous or non-personal information.

Personal data we collect may include one or more of the following:

- your name
- contact address
- telephone number(s)
- e-mail address
- records of your correspondence with us
- donation and gift aid details
- bank details for a Direct Debit
- card payment details to process a donation
- information you may enter onto the website (such as date of birth)
- any information you choose to share with us (such as relationships to other donors)

Why Do We Collect Personal Information?

The personal information collected is used and disclosed for our organisational purposes, including establishing and managing your medical treatment and care with us. Such uses include:

- to process and acknowledge your donation, sponsorship or gift aid
- deliver services, literature and/or other materials and information you have requested from us
- unless you tell us otherwise, we will send you information we think may be of interest, such as updates on our work, news, fundraising appeals, lottery, shops, volunteering opportunities and events. We may send this information by e-mail, if you have given us your consent
- contact you about making a celebratory gift, donating in memory, leaving a gift in your Will, or to give you details of other ways to support or fundraise for Oakhaven Hospice that you have expressed an interest in
- run our internal administration and keep a record of your relationship with us
- manage your communication preferences i.e. how you have chosen to be contacted
- carry out research and surveys about our services
- to comply with applicable laws and regulations

Who is responsible?

The person responsible for the personal information about you which we collect (the “data controller”) is the Organisation.

Monitoring

Some of our premises are equipped with CCTV. Where in use, CCTV cameras are there for the protection of visitors and employees and members of staff, and to protect against theft, vandalism and damage to goods and property on the premises. Generally, recorded images are routinely destroyed and are not shared with third parties unless there is suspicion of a crime, in which case they may be turned over to the police or other appropriate government agency or authority.

This section is not meant to suggest that clients will in fact be monitored or their actions subject to constant surveillance. It is meant to bring to your attention the fact that such monitoring may occur.

Website

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 improve our online services, ensures security and helps 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.

Can we use your information for marketing our products and services?

We may send you email newsletters if you opt-in to receive such correspondence. We may also send you details of new services but only if it is within our legitimate interest to do so.

We will always let you know that you can opt out from receiving marketing material and you can let us know at any time if you no longer wish to receive direct marketing offers from us. You can do so by emailing us at fundraising@oakhavenhospice.co.uk.

How Do We Use Your Personal Information?

We may use your personal information for the purposes described in this Policy, or for any additional purposes that we advise you of and, where your consent is required by law, where we have obtained your consent in respect of the use or disclosure of your personal information.

We may use your personal information without your knowledge or consent where we are permitted or required by law or regulatory requirements to do so.

To help us understand our supporters better, we sometimes review received data to evaluate interests and preferences. We also look at geo-demographic information ie the area you live in and the socio-economic make up of your neighbourhood. Information is taken from publicly available sources, such as public registers of listed Directorships, typical earnings in a geographic area, information from the electoral roll, press reports and social media posts.

This means that when we need to approach supporters for donations, we do it ethically and cost-effectively by asking the right people and organisations at the right time.

When Do We Disclose Your Personal Information?

We may share your personal information with our employees and other parties who require such information to assist us with managing the service we provide to you.

Rest assured, we never share, sell, swap or rent your data to third parties for marketing purposes.

Sometimes, we need to share information with authorised people or organisations so they can deliver services to you. For example, we use an external party to help with our lottery service and you would be informed of this at the point of sign up. If this is the case, we only give them the information they need to deliver the service – and we always make sure that they will protect your information with securities and confidentiality processes equivalent to ours.

Also, your personal information may be disclosed:

- as permitted or required by applicable law or regulatory requirements;
- to comply with valid legal processes;
- as part of our reporting activities;
- to protect the rights and property of the organisation;
- during emergency situations or where necessary to protect the safety of a person or group of persons;
- where the personal information is publicly available; or
- with your consent where such consent is required by law.

In any such a case, we will not disclose more personal information than is required in the circumstances and, except under compulsion of law, we will not disclose without your consent any legal advice which is the subject of a duty of confidence owed to you.

Notification and Consent

By law we're allowed to process your data for one or more of these reasons:

- you have given consent
- it is necessary for us to be legally compliant
- there is a legitimate interest to do so e.g. to continue our existing relationship, in order to ask for your support and process donations for our Charity provided you haven't requested we don't contact you. In this way we are providing ongoing awareness of our fundraising journey

Where your consent is required this will be requested and recorded in a clear unambiguous way. Where your consent is required for our collection, use or disclosure of your personal information, you may, at any time, subject to legal or contractual restrictions and to reasonable notice, withdraw your consent. All communications with respect to such withdrawal or variation of consent should be in writing and addressed to the Data Protection Officer.

How is Your Personal Information Protected?

We endeavour to maintain physical, technical and procedural safeguards that are appropriate to the sensitivity of the personal information in question. These safeguards are designed to protect your personal information from loss and unauthorized access, copying, use, modification or disclosure.

Your personal information will not normally be processed outside the European Economic Area. Where it is necessary or desirable to do so, we will seek your prior consent and we will take steps to ensure that suitable safeguards apply.

We never use clinical data for educational or research purposes without encrypting or anonymising and rest assured no recognisable personal information is released.

How Long is Your Personal Information Retained?

Except as otherwise permitted or required by applicable law or regulatory requirements, we will retain your personal information only for as long as we believe is necessary to fulfil the purposes for which the personal information was collected (including, for the purpose of meeting any legal, accounting or other reporting requirements or obligations). As a minimum that will be until one year after the expiry of the legal limitation period for bringing a legal claim against the organisation in respect of the services provided.

Updating Your Personal Information

It is important that the information contained in our records is both accurate and current. If your personal information happens to change during the course of your relationship with us, please keep us informed of such changes.

You have a right to have your personal information corrected if it is inaccurate and to have incomplete personal information completed. In some circumstances we may decide to update our record of your personal information by appending additional text without deleting the original record.

To let us know of any changes, please contact the Fundraising Team on fundraising@oakhavenhospice.co.uk

Right of Access to Your Personal Information

You can ask to see the personal information that we hold about you. If you want to review, verify or correct your personal information, please contact the organisation. Please note that any such communication may be required in writing.

When requesting access to your personal information, please note that we may request specific information from you to enable us to confirm your identity and right to access, as well as to search for and provide you with the personal information that we hold about you. We may charge you a fee to access your personal information; however, we will advise you of any fee in advance. If you require assistance in preparing your request, please contact us.

Your right to access the personal information that we hold about you is not absolute. There are instances where applicable law or regulatory requirements allow or require us to refuse to provide some or all of the personal information that we hold about you. In addition, the personal information may have been destroyed, erased or made anonymous in accordance with our record retention obligations and practices.

If we cannot provide you with access to your personal information, we will try to inform you of the reasons why, subject to any legal or regulatory restrictions.

Your other legal rights

Data protection legislation also provides you with certain other rights. These are not always absolute rights and must be considered in the wider scope of the legislation. These rights are:

- right to erasure, also known as the right to be forgotten. The broad principle underpinning this right is to enable an individual to request the deletion or removal of personal data where there is no compelling reason for its continued processing. In some circumstances this is not an absolute right;
- right to restrict processing. You have the right to ‘block’ or suppress processing of personal data. Again this is not an absolute right and will depend on the circumstances and any other legal/statutory obligations we may have;
- right to data portability;
- right to object to processing based on legitimate interests or the performance of a task in the public interest/exercise of official authority (including profiling);
- rights related to automated decision making including profiling.

How to contact us & complaints

If you have any questions, concerns or complaint in respect of data protection and this privacy notice, please do not hesitate to contact us. Please contact the Data Protection Officer at Oakhaven Hospice, Pennington Chase, Lower Pennington Lane, Lymington, SO41 8ZZ. Alternatively you may email at dataprotection@oakhavenhospice.co.uk.

We will endeavour to address your issue as swiftly as possible.

Changes to this privacy notice

Rules and regulations around data can change – and therefore our privacy notice will change too. So it’s worth visiting this page from time to time to check for updates. At the start of this privacy notice we tell you when it was last updated.