



LONGFIELD

Community Hospice

Longfield Community Hospice Privacy Policy

Our Privacy Policy

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

Who we are

Longfield Community Hospice is a registered charity in Gloucestershire, number 298627. Our Registered address is Burleigh Lane, Minchinhampton, Gloucestershire, GL5 2PQ.

We are committed to protecting your privacy and will only use personal data that we collect in line with all applicable laws, including the UK General Data Protection Regulation (UK GDPR). The purpose of this statement is to explain what personal information we collect and how we may use it.

What data might we collect about you, depending on how you interact with us?

1. your name
2. contact address(es)
3. telephone number(s)
4. email address(es)
5. records of your communications with us
6. donation and gift aid information
7. bank details when you set up a standing order or direct debit
8. card payment details to process a donation, lottery membership, event entry or a merchandise purchase.
9. Information you may provide onto our website or any third party website that we may use to process your requests or payments.
10. . Any other information you choose to share with us such as your relationship to other supporters, patients or the name of your employer. Your connection or interests with Longfield (not to include sensitive or personal information)
11. Method and preferences of future contact.
- 12.

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, Google Chrome 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. See our Website and Cookies Policy.

How do we use the data we may collect about you?

We use your personal data for a number of purposes including the following:

- To keep a record of donations you make to Longfield Community Hospice, actions you take, and our communications with you
- To process credit and debit card donations you make
- To process standing order or direct debit payments you make
- To claim gift aid on your donations
- To process your lottery draw entries
- To process your purchase of merchandise from our online shop
- To send you marketing information about our services, work and fundraising activities
- To process your entry for Longfield Community Hospice events, manage your participation and communicate with you about it
- To support community-based fundraising you might be taking part in
- To ensure we do not send unwanted information if you have informed us you do not want to be contacted
- To comply with applicable law and regulations

To help us better understand our supporters, we sometimes review your data to evaluate interests and preferences. We also look at geo-demographic information (i.e. information about 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.

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

- You have given consent
- We have a contractual obligation
- We have a legal obligation
- We have a vital interest
- We need it to perform a public task
- We have 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. Please see our full Legitimate Interest Statement below for further information.

Sometimes, we need to share information with authorised people or organisations so they can deliver services to you on our behalf. For example, we sometimes use an external party to help produce our high-volume mailings, organise events or process payments.

If you are referred to our services

If you are referred to our services, we will collect information from you and may also receive it from other healthcare providers, such as your GP, hospital (acute and community), charitable and social care providers, mental health trusts and learning disability services. Our clinicians have access to JUYI – Joining Up Your Information – which gives us access to your health and social care records. For information about the county's JUYI shared care record and fair processing notice please click [here](#). If you contact us as a carer, relative or friend of a patient, we will also collect information about you.

If you are cared for or supported by Longfield, the personal and sensitive personal information you provide to us will be used only for the purposes of providing you with services, training or to monitor the impact outcomes for quality of our service.

Longfield will usually gain your consent before it shares or discloses your information with organisations, charities and partners. However, there will be occasions when we share or disclose your information without your consent. This will include sharing your information with healthcare professionals, organisations involved in the provision of care, and professional or regulatory bodies. It may involve instances where we are required or permitted by law, regulation or codes of practice to share your information. For example, we will share your information when there are safeguarding issues, suspected criminal activity, or concerns relating to communicable diseases.

If you use our services we will need to collect some or all of the following personal information about you:

- your name, date of birth, contact details (including address and telephone number) and gender
- name and contact details of your next of kin
- names and contact details of carers, family members and significant people in your life
- health and wellbeing information, such as your medical history, medical summaries from GPs and consultants, test results and treatment plans
- where relevant, if you are in receipt of benefits and, on the infrequent occasions that we ask for this information, an attendance allowance
- sensitive personal information such as your race, ethnic origin, sexual orientation and religion. We will only use sensitive information with your consent to assist in the planning and delivery of your care, it will not be used for any other purposes.
- If you visit our premises, we may collect your image on CCTV.

How long we keep information

We will not keep your information longer than is necessary. It is kept in line with national guidelines or requirements according to the purpose for which it is collected. More information can be found in our Information Lifecycle and Retention policy, which is available upon request.

Our third-party suppliers

We may need to share your information with service providers who help us to deliver our fundraising activities and appeals. These 'data processors' will only act under our instruction and are subject to pre-contract scrutiny and contractual obligations containing strict data protection clauses.

We do not allow these organisations to use your data for their own purposes or disclose it to other third parties and we will take all reasonable care to ensure that they keep your data secure.

How to update your consent

We will make it easy for you to tell us if you would like to receive marketing communications from us and the ways in which you would like to receive this information (post, email and phone) and we will not send you marketing materials if you tell us that you do not wish to receive it.

With your permission, we use your personal information for keeping you informed about the development of our services and how you may like to support the hospice and get involved with our work.

If you have provided consent for us to contact you by email, and have provided your email address, you can unsubscribe from email marketing communications at any time by emailing supporteradmin@longfield.org.uk or clicking the unsubscribe link in the most recent e-newsletter you have received from us.

If you have given consent for us to contact you by telephone, and have also given us your telephone number, you can unsubscribe from telephone marketing communications at any time by emailing supporteradmin@longfield.org.uk or writing to us at the address below.

If you do not wish us to mail you information or updates from Longfield Community Hospice by post, please write to us at: Longfield Community Hospice, Burleigh Lane, Minchinhampton, Gloucestershire, GL5 2PQ. Alternatively, you can phone us on 01453 886868, or email us at supporteradmin@longfield.org.uk.

Our promise to you

We will only use your information within Longfield Community Hospice for the purposes for which it was obtained. We will not, under any circumstances, share or sell your personal data with any third party for their own marketing purposes.

How we keep your data safe

We ensure there are appropriate technical controls in place to protect your personal details. For example our online forms are always encrypted and our network is protected and monitored. Any credit card details you provide offline are securely destroyed after processing your payment.

We regularly review who has access to information that we hold so that your information is only accessible by appropriately-trained staff and volunteers.

When using websites owned by other organisations to communicate with us, such as Twitter or Facebook, you should check their privacy policies/notices.

Your rights over your personal data

Under the UK General Data Protection regulation, you have the right to:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

To lodge a complaint - With Longfield Community Hospice or the Information Commissioners Office - <https://www.ico.org.uk>

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

For more information, please contact the Data Protection Officer using the following details:

The Data Protection Officer
Longfield Community Hospice
Burleigh Lane
Minchinhampton
Gloucestershire
GL5 2PQ

Email: info@longfield.org.uk

Any changes

Privacy laws and practice are constantly developing and we aim to meet high standards. Our policies and procedures are, therefore, under continual review. We may, from time to time, update our security and privacy policies.

This document is reviewed regularly so we suggest that you check this page periodically to see our latest version.

Legitimate Interests statement

Under the new data protection law starting 25 May 2018 we have a number of lawful reasons that we can use (or 'process') your personal information. One of the lawful reasons is called 'legitimate interests'. This relates to the UK General Data Protection Regulation (UK GDPR) from 25 May 2018.

Broadly speaking, 'Legitimate Interests' means that we can process your personal information if we have a genuine and legitimate reason *and* we are not harming any of your rights and interests. This means that when you provide your personal details to us we use your information for our legitimate business interests to carry out our work to help people with life-limiting illness live life to the full, and help family friends and carers to continue with life after loss.

Some typical examples of when we might use the approach are for preventing fraud, direct marketing, maintaining the security of our system, data analytics, enhancing, modifying or improving our services, and fundraising.

We believe that people who share our values would love to know how to support us. We will process the personal information you have supplied to us to conduct and manage our business to enable us to give you the most appropriate marketing, information, and service; and provide the best and most secure experience. These are what we consider to be our 'Legitimate Interests'.

Our Legitimate interests

The following are some examples of when and why we would use this approach in our work:

- Direct Marketing: We will send updates on our work – including the challenges and the impact that has been achieved. We will send postal marketing and fundraising asks which further our aims and objectives. We will tailor this information to your interests as far as we are able.
- Your best interest: Processing your information to protect you against fraud when transacting on our website, and to ensure our websites and systems are secure.
- Personalisation: Where the processing enables us to enhance, modify, personalise or otherwise improve our services/communications for the benefit of our supporters.
- Analytics and Research: To process your personal information for the purposes of customer analysis, assessment, and profiling, on a personalised or aggregated basis, to develop our products, services, systems and relationships with you to help us with our activities.
- Due Diligence: We may need to conduct investigations on supporters and business partners to determine if those companies and individuals have been involved or convicted of offences such as fraud, bribery and corruption.

We will also hold information about you so that we can respect your preferences for being contacted by us.

Your interests

When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests – we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

We will retain the individuals' data for as long as the active relationship lasts, for fund-raising, business analysis and administration purposes.

We will retain the individuals' data for a period after the relationship has ceased, for the same purposes (i.e., no responses; no donations have been received). This will be for a maximum of 8 years after the last recorded activity by the individual. These timings are consistent with statutory responsibilities to retain data for Gift Aid and other tax purposes.

You can change the way you hear from us or withdraw your permission for us to process your personal details at any time by using our contact form on the Contact us page www.longfield.org.uk/contact-us

For more information about what information we hold and how we use it please refer to our Data Protection Policy.