

Privacy notice

Donor and Fundraiser Information (Last updated: Sept 2018)



What is a 'privacy notice'?

A 'privacy notice' is a statement issued by an organisation which explains how personal and confidential information about individuals is collected, used and shared. This may also be called a privacy statement, fair processing statement or privacy policy. This privacy notice is issued by Poole Hospital Charity in relation to the information we collect about individuals who engage with us – this could be through making a donation of money or goods, using our website, participating in our events or choosing to support us in any way. Poole Hospital NHS Foundation Trust has issued separate notices for how it uses patient, staff, visitor and member information.

Who are we and what do we do?

Poole Hospital Charity is the local charity of Poole Hospital NHS Foundation Trust. We function in accordance with the requirements of the Charities Act 2016 and are regulated by the Charity Commission (Registration No. 1058808). The charity exists to fund provisions for the hospital which are above and beyond what the NHS can offer, ensuring that patients get treated more quickly and comfortably. We support all wards and departments and aim to improve facilities, equipment and patient experience.

Poole Hospital Charity incorporates the following:

- SPRING - a support resource for parents and relatives who have experienced the death of a baby either during pregnancy, at or just after birth (www.springsupport.org.uk/)
- Gully's Place Trust Fund – a support resource for children's palliative care across Dorset, giving support to children and families from diagnosis to death, in hospital, at home and beyond (www.poolehospitalcharity.co.uk/gullys-place-trust-fund/)

Why have we issued this notice?

By issuing this privacy notice, we demonstrate our commitment to openness and accountability.

We recognise the importance of protecting personal and confidential information in all that we do, and take care to meet our legal and other duties, including compliance with the following:

- Data Protection Act 2018
- Human Rights Act 1998
- Freedom of Information Act 2000
- Public Records Act 1958
- Copyright Design and Patents Act 1988
- Re-Use of Public Sector Information Regs 2004
- Computer Misuse Act 1990
- Common Law Duty of Confidentiality
- International information Security Standards
- Information Security Code of Practice
- Records Management Code of Practice
- Accessible Information Standards
- General Data Protection Regulation 2018

How do we collect your information?

When you register to receive our newsletter, buy an event or raffle ticket, request promotional materials, register your own charitable event and/or make a donation, we will ask you to provide us with some of your personal information in order for us to process your request.

This information may be obtained directly from you via our website, email or post, or through a telephone or face-to-face discussion with you.

We may also receive your information through relevant third parties such as (but not exclusively) JustGiving, Virgin Moneygiving and Eventbrite, or external event organisers you sign up with for participation on behalf of Poole Hospital Charity.

We will never access your medical record held by the hospital to collect your information.

What information do we collect?

We will only collect the minimum information we require about you for the purpose it is being obtained. This may include details such as: your name and contact information (email, address and telephone number); any hobbies you have which can be linked to specific events of interest (such as running or cycling); any specific wards or areas of interest, such as A&E or cancer services, which may affect donation allocations; and your donation amount and gift aid information. We may also be required to collect your date of birth for monitoring purposes where it is necessary for an age specific/restricted event or activity.

If you choose to make a donation to us directly using a debit or credit card, we will collect the necessary payment information from you and pass this to the Finance Department at Poole Hospital NHS Foundation Trust for processing. No card details are held by Poole Hospital Charity.

When you read or download information on the Poole Hospital Charity or SPRING websites, we may collect statistical data about your online visit. This may include details such as the address of the website through which you gained access (for example, if you



linked to our website through a Google search), the date of your online visit and the internet browser that you used. No personal data which directly identifies you is collected.

If you choose to use a third party website such as JustGiving, Virgin Moneygiving and Eventbrite to provide us with your information or donations, please make sure you read their privacy notice as this will explain how they collect and process your information. This is not the responsibility of Poole Hospital Charity and is not included in this notice.



What about photographs we take?

As part of activities and events run by or involving Poole Hospital Charity, we may take photographs which could include fundraisers and/or general members of the public. Official photographs taken on behalf of Poole Hospital Charity are only obtained by a specifically appointed person. Photographs taken by other fundraisers or general members of the public for personal/domestic purposes do not fall within the responsibility of Poole Hospital Charity and are therefore not included within the scope of this privacy notice.

We will endeavour to make individuals aware if/when official photographs are being taken by Poole Hospital Charity, and how the photographs might be used (i.e. uploaded online or used in newsletters). Although these photographs are taken for genuine and reasonable purposes as part of the legitimate interests of Poole Hospital Charity (i.e. to promote the activities of the charity and encourage fundraising), individuals will be made aware of their right to decline being part of the photograph/having their photograph taken, and also of their right to have a photograph deleted at any time in the future. Parental permission will be obtained for photographs of children under 18 years, either verbally or through a specific consent form (subject to the event).

Official photographs taken on behalf of Poole Hospital Charity are used for promotional purposes to raise awareness of the charity, its activities and also to encourage fundraising. To enable this, photographs may be uploaded to the following websites, which are publically available for anyone to view without an account/login:

-  Poole Hospital Charity website - www.poolehospitalcharity.co.uk/
-  Poole Hospital Charity Facebook Page - www.facebook.com/PooleHospitalCharity
-  Poole Hospital Charity Instagram Page - www.instagram.com/poolehospitalcharity
-  Poole Hospital Charity Twitter Page - www.twitter.com/phcharity
-  SPRING website - www.springsupport.org.uk/
-  SPRING Facebook Page - <https://www.facebook.com/springsupport>

Why do we collect your information?

We will only process your personal data when the law allows us to. Under this notice, this includes:

- Where you have provided your consent (for example, through a form or other declaration)
- Where it is necessary for our legitimate interests (i.e. it is of clear benefit to us or a third party, the privacy impact on you is limited, and it is a reasonable expectation)
- Where we need to comply with a legal or regulatory obligation (for example, for the prevention and detection of fraud)

We collect, store and use the minimum amount of personal information required in order to help us manage Poole Hospital Charity and to fulfil your requests - including processing donations, gift aid, newsletter requests, events and enquiries. If you have made a donation or have raised money for us, we will also endeavour to send you a message of thanks, either by email and/or post.

Where we have your consent, we may also use your information to keep you up to date on our work supporting the hospital. For example, we may contact you with details about future events, other activities and appeals.



Where is your information stored and how long is it kept for?

Your information may be stored within electronic and/or paper records, depending on how and where it was collected. These records are maintained by the Poole Hospital Charity team.

Under the NHS Records Management Code of Practice, we are required to retain information for a specific minimum period after the processing has finished. The exact retention period will vary depending on the information type and purpose of processing. The information you provide to Poole Hospital Charity for the purposes described in this notice will be held for a minimum of six years. When information has reached the minimum retention period and is assessed as no longer being required, it is permanently deleted (electronic) or disposed of via confidential shredding bags (hard copy).

If you would prefer not to have your information held for the period(s) specified above, you have the right to request that your information is deleted earlier. To do this, simply contact the Poole Hospital Charity team using the details provided at the end of this notice.

We will endeavour to process your deletion request within 28 calendar days, and will confirm to you in writing when this has been completed.

How do we keep your information safe and maintain confidentiality?

Under the Data Protection Act 2018 and General Data Protection Regulation (GDPR), there are strict principles which govern our use of information and our duty to ensure it is kept safe and secure.

Your information may be stored within electronic or paper records, or a combination of both. All of our records are restricted so that only those individuals who have a legitimate need to know can get access to the information. This might be through the use of technology or other environmental safeguards.

All systems access is governed by strict controls which are compliant with our information governance and IT security policies.



Everyone working for the NHS is subject to the Common Law Duty of Confidentiality. This means that any information that you provide to us in confidence will only be used in connection with the purpose for which it was provided, unless we have specific consent from you or there are other special circumstances covered by law.

Under the NHS Confidentiality Code of Conduct, all of our staff are required to protect information, inform you of how your information will be used, and allow you to decide if and how your information can be shared.

Every NHS organisation has a senior person that is responsible for the overall protection, security and confidentiality of information. This person is known as the Senior Information Risk Owner, and within the hospital this role sits with our Finance Director.

You can find more details online:
www.poole.nhs.uk/about-us/board-of-directors

Do we share your information with anyone else outside the organisation?

As part of our legal duty to protect the public funds that we administer, we may be required to share your information with other relevant external bodies for the collection of funds or for the prevention and detection of fraud. Where mandatory disclosure is necessary, only the minimum amount of information is released.

If you have opted in to receiving email communication from us, we may send you emails directly through the hospital email server or, for large-scale communication campaigns, we utilise an online emailing service called Mailchimp. As part of this service, we manage a distribution list of individuals who have opted in which includes full name and email address. You have the opportunity to update these details and your communication preferences by using the link provided within the emails you receive from this service. Please note that if you interact with an email that you receive, Mailchimp may use cookies and other tracking technologies to collect some of this information – see their privacy notice for more details:



As part of our activities we engage with external event organisers for certain activities and occasions. Where you have registered for any of these events or indicated an interest to get involved, it may be necessary for us to share your details with the relevant external organiser(s). This will be made clear at the time of your registration and only

the minimum data necessary will be shared for the purpose of managing the event.

All sharing of information, both internally and with any third parties, is completed using secure methods and governed by strict controls to ensure appropriate protection at all times.

Unless there is a valid reason permitted by law, or there are exceptional circumstances (such as a likely risk to the safety of you or others), we will not disclose to any other third parties any of your information which can be used to identify you without your consent.

We will never sell your information for any purpose, or provide third parties with your information for the purpose of marketing or sales.

Do you have any control over how we use your information? Can you change your mind after providing your data?

Under the terms of the Data Protection Act 2018 and the General Data Protection Regulation, you have a number of rights in relation to your personal information and how it is used. This includes the right to have data corrected or updated (rectified), the right to have access to the data that we hold about you, the right to object to or restrict the processing of your data and the right to have your data deleted (erased).

To exercise any of your information rights or to discuss any queries you have regarding the data we hold about you, please contact:

The Poole Hospital Charity Team
Post: Longfleet Road, Poole, BH15 2JB
Email: Fundraising@poole.nhs.uk
Phone: 01202 448449

Alternative, you can also direct queries to:

The Information Governance Department
Post: Longfleet Road, Poole, BH15 2JB
Email: InformationGovernancePHT@poole.nhs.uk
Phone: 01202 448689

You can also find details of our registration with the Information Commissioner online here: www.ico.org.uk/ESDWebPages/Entry/Z5566239

> Our ICO registration number is Z5566239

A copy of this privacy notice is also available via our public website: www.poolehospitalcharity.co.uk

How can you make a complaint?

You have the right to make a complaint if you feel unhappy about how we hold, use or share your information. Depending on the nature of your complaint, we would recommend contacting the Poole Hospital Charity team in the first instance. Alternatively, you can contact our Information Governance team who will help you to identify the most appropriate procedure to follow based on the specifics of your complaint.

If you remain dissatisfied following the outcome of your complaint, you may then wish to contact the Information Commissioner's Office:

Post: Wycliffe House, Water Lane,
Wilmslow, Cheshire, SK9 5AF
Web: www.ico.org.uk/concerns/
Phone: 0303 123 1113

Please note that the Information Commissioner will not normally consider an appeal until you have exhausted your rights of complaint to us directly.