

Supporter Privacy Policy

Arthur Rank Hospice Charity has a long history in Cambridge. Over the past three decades we have cared for thousands of patients and provided much needed support to their families. The proportion of funding which needs to be raised by the community has fluctuated over this time, with increasing amounts required each year to help replace reduced funding from the NHS and to bridge gaps left by other providers withdrawing services that our patients may previously have benefited from.

Our care is built on close relationships and we believe our fundraising is no different. We have thousands of long standing supporters who have chosen to offer their support in a host of ways and we are delighted to welcome more supporters to the Charity every day. Ever since the organisation first began we have not: bought data; employed any external companies to cleanse our data; or sold your data to - or through - any third parties. Most importantly, we store your data securely.

Every contact you make with the Arthur Rank Hospice Charity team allows us to learn a little more about you. By being a supporter of Arthur Rank Hospice Charity, you are helping us to make every moment count for our patients and their families.

Listening to and learning about our supporters is vital, fundraising has to evolve: nothing stands still, and we have always prided ourselves on being innovative and forward thinking. We hope that our supporters perceive these strengths when they choose to support the Hospice.

We have given much thought to our Privacy Policy and we would really appreciate if you could take a few moments to understand how we manage the personal information you share with us and alongside this how we protect your privacy.

Who are we?

We are Arthur Rank Hospice Charity, a UK registered charity (charity number 1133354) in England and Wales and we are a company limited by guarantee (company registered number: 07086155). We also operate a trading company (company registered number 3059033).

Our registered office is

Cherry Hinton Road
Shelford Bottom
Cambridge

CB22 3FB

We also have a centre in Wisbech, called

Alan Hudson Day Treatment Centre
North Cambs Hospital
The Park
Wisbech
PE13 3AB

We are registered with the UK Information Commissioner's Office (ICO) as a data controller, registration number Z689965X (Arthur Rank Hospice Charity).

If you have concerns about how we are handling your information, that you do not wish to discuss with us, you can raise these with the [Information Commissioner's Office](#) (0303 123 1113)

How can you contact us?

If you have any queries about our privacy or cookies policies, please contact our Database Officer at Arthur Rank Hospice Charity, Cherry Hinton Road, Shelford Bottom, Cambridge CB22 3FB, on 01223 675909, via email: privacy@arhc.org.uk from 9am-5pm Monday to Friday. Alternatively, you can update your communications preferences online at any time at www.arhc.org.uk/me

1. **Your information and Arthur Rank Hospice Charity**

a) **What information do we collect?**

The types of personal information we collect may include:

- Your title, name, gender and date of birth;
- Your contact details (address, email, phone number and social media contact details); it may be possible that we already had this on file further to earlier contact you have had with us;
- Family and spouse/partner details, relationships to other supporters;
- Details of next kin information, if you are taking part in an event or a challenge;
- Card details/payment details until the transaction is processed;
- Your professional activities and employer details;
- Gift aid status and records of donations;
- Retail gift aid status and records of donations;
- Contact preferences;
- Media articles about you or organisations associated with you;

- Your IP address, location, browser type and information on how you interact on our website;
- Any other information provided by yourself;
- Where appropriate we may also ask your interests and motivation for supporting ARHC: we will never make this question mandatory, and only want to know the answer if you are comfortable providing us with that information.

b) **Where do we collect information from?**

- Information you give us: There are several ways you may communicate with us, you may visit the hospice or our centre in Wisbech in person, you may call, write or email us or you may use social media
- Entry/booking forms for events or challenges
- Creation of a regular donation, such as a direct debit or standing order
- Information from our Charity shops
- Information from fundraising third parties, such as Just Giving, Virgin Money
- Information from our partner organisations, including Your Hospice Lottery
- Information from third party websites such as Google, other internet search engines, Companies House, biographies published on a corporate website and LinkedIn profiles.
- Information we receive from you through our website or that you provide through our social media platforms
- Consent forms which may accompany photographs that you have shared with us or agreed to be featured in

Due to the nature of our organisation's purpose, we ensure that any collection of information is conducted in a non-intrusive way and with sensitivity to individuals who advise that they have received or benefitted from our care or support. It is important to recognise that data relating to patients and their care, is managed completely separately – and never exchanged with or compared in any way - to the Charity's supporter data. The same is true of databases relating to staff, volunteers or education, which are also held separately to patient data. It is recognised however that you may be included in one or more of these systems.

c) **Why do we collect your information?**

As a charity, we feel it is important to take reasonable and appropriate steps to know who our donors are. We try to ensure communications are relevant and timely and we are continuously striving to improve the experience for our supporters. We are a member of the fundraising regulator and hope our supporters feel reassured that we remain trustworthy, as we continue to uphold the value of transparency. We only hold your information for the legitimate interests of the charity.

d) **Why do we need to store this information?**

This information forms your supporter record, which we can then amend, or add to over time. We can then add further information, such as the interactions you have had with the Charity and how you have chosen to support us.

Other reasons include:

1. If you would like to know how much you have raised for the charity
2. If you have registered for an event or a challenge
3. In the event that we need to contact your next of kin in an emergency in reference to point 2.
4. If you have taken part in a fundraising initiative
5. If you have supplied card details to donate or make a payment (these are held in accordance with <https://www.pcisecuritystandards.org/>)
6. If you would like to know when future regular gifts or standing orders are due
7. If you would like to receive correspondence from us such as our newsletter and e-news
8. If you have offered us feedback, constructive or complimentary
9. To link you with members of your family, who may have been cared for by Arthur Rank Hospice Charity or you may be fundraising alongside.
10. If you play Your Hospice Lottery
11. If you have made online purchases from our shop

And for legal reasons:

12. If you want to check your communication preferences
13. If you wish to withdraw agreement to the charity using photographs which you have previously featured in, in the future
14. If you are registered for Gift Aid (charity and retail), it is also a legal responsibility for us to hold your current address details or this can invalidate the gift aid claim we make on your behalf.

We will ask for your explicit consent to collect, process and store your information, for the following purposes:

- Direct marketing via SMS
- Contacting you via telephone if you are registered on the Telephone Preference Service (TPS)
- Developing case studies or stories to publicise the work of the Charity

e) **What do we do with your information?**

As a Charity we are always mindful of how our funds are spent and - to enable us to tailor our correspondence, and mailings accordingly - it is helpful to understand more about our

supporters. This is achieved by recording what you have expressed an interest in, how you have previously interacted with us and where you have offered your support.

We may conduct research to support our activities, this may be for one or more of the following reasons:

1. to ensure that our campaigns, events and other fundraising communications are targeted effectively and aimed at the people who are most likely to be interested in them;
2. to allow us to analyse and review the effectiveness of certain campaigns and to see what may be of most interest to our supporters in the future;
3. to ensure that we can work with our supporters to raise vital funds for the charity, which may include asking you to financially support our life-changing work;
4. to better understand how and why our supporters choose to support the charity;
5. to carry out due diligence of donors, check donations and implement robust financial controls to help protect the charity from abuse, fraud and/or money laundering;

Other:

- We may anonymise thank you letters or feedback about our care or an aspect of our support, to accompany grant applications and award grants;
- Using information for auditing purposes

We act in accordance with legal requirements under GDPR (General Data Protection Regulations), the Fundraising Regulator and other similar organisations.

Whenever we process your personal information for these purposes we will uphold your Personal Data rights. You have the right to object to this processing if you wish, and can do so by contacting us on 01223 675909 or privacy@arhc.org.uk

f) How do we keep your information safe and who has access to your information?

We have many measures in place to ensure your information is kept safe. This includes the use of professional IT company to support us in the storing of your data and all staff being trained in Information Governance: in the unlikely event of a data breach, all members of staff can identify this and are aware of the steps which then need to take place. This helps us to prevent your personal information from being lost, misused, accessed by unauthorised individuals, modified or disclosed. We manage all information that we hold in accordance with legal requirements.

Legal requirements

There are occasions when there are statutory, legal or regulatory reasons which guide the collection and storage of your information. For example, we are required to keep and use

some of the information we have collected, processed and stored about you to supply information to Her Majesty's Revenue and Customs (HMRC) or other relevant statutory or regulatory bodies. We may also have to supply information through official and verified channels, in the event that we are requested to do so, in order to assist police enquiries or respond to court orders.

Working with third parties

Unless required for statutory obligations, we will never share or sell your personal information with third parties for their own purposes. However, we know that sometimes it is better and more cost effective to employ trusted suppliers to help us deliver the best service in certain areas of our work. Where possible, information is anonymised before being shared with the suppliers to ensure that you are not identifiable from the information and where this isn't possible a non-disclosure agreement is in place to protect you and the Arthur Rank Hospice Charity.

These third parties may include:

- Examples of our suppliers include designers, print and fulfilment partners, challenge organisations, email campaign providers and our lottery. In all instances data is deleted safely after the job is complete whilst Your Hospice Lottery has its own Privacy Policy which can be viewed [HERE](#)
- The supplier of our website, who holds the registration data of those who take part in events, update their communication preferences or opt out of correspondence. This is regularly erased using a strict protocol to ensure this is effectively maintained and not kept for a period of no longer than required.
- Any professional or legal advisers that assist us in developing our organisation and complying with legal obligations;
- Law enforcement bodies and/or regulatory entities, in order to comply with any legal obligation or court order.

Although we do not currently have any suppliers outside of the European Economic Area, if we were to enlist trusted suppliers who operate outside of the European Economic Area, we would only share personal information if we are entirely satisfied that they have sufficient protections in place to keep your personal information safe and that they are complying with the applicable privacy laws in their countries. We would be sure to notify you of this.

g) How do we communicate with you?

Adhering to your communications preferences, we may communicate with you by post, email, telephone and/or SMS.

As we have never purchased data, we have either asked you to 'opt in' or we work on the basis of legitimate consent: when you have made contact with us by taking part in an event,

signing up to a fundraising initiative, playing our lottery, donating to our shops or making a donation. If you have opted out of communication with us you will of course not hear from us; but this may mean you miss out on the newsletter, knowledge of future events or will no longer receive regular communications you might have previously, such as notification regarding our Christmas cards, merchandise and special events, such as our remembrance service Light Up a Life.

If you do not believe that you have previously interacted with the Charity, but you are receiving communications from us, we urge you to contact us, so we can review your record with you.

We rarely use telephone campaigns in our work, but should we wish to do so, we would check our supporters' telephone numbers against the Telephone Preference Service. If you are registered with the service, we will not call you unless you have given us consent to do so. We like to personally phone our supporters occasionally if, for example, they make a donation, or to ensure that information we hold about them is accurate.

Younger supporters

As an adult hospice, our patients are generally over the age of 18; however, there are occasions when younger family members wish to offer their support to the Hospice in some way. This may be through fundraising, taking part in events, volunteering (for those 13 or above) or sharing their personal experience of our care. When a supporter is under 18, we will always seek consent from their parent or guardian before storing and using any information about them or their support. To enable an additional level of parental control, the contact with the supporter will be by post and the supporter will not receive any communications that are not directly related to the supporters' interaction with us. If we feel that we need to phone or email the supporter, we will always gain permission from a parent or guardian first.

Vulnerable supporters

We shall adopt the same policy as above and ask that the guardian or next of kin contact us should you wish to update or opt out of receiving correspondence.

h) How long do we retain your information?

It is possible that some supporters may remain on the system for some time receiving our quarterly newsletter and occasional appeal information but not necessarily engaging with the Charity in response to these. This is to be expected and is fully understood given the nature of our care and the purpose of our Charity.

Due to this, we do not like to change the status of a supporter's communication preferences without them advising us to do so: this has caused unnecessary stress and anxiety to

supporters in the past. With each of our newsletters, we conduct an awareness campaign, asking our supporters, who have not previously done so, to confirm the ways in which they wish to hear from us.

Our policy involves periodically reviewing our data: we either email or write to our supporters - adhering their chosen communication method - to whether they wish to continue receiving information from the Charity and if so, in which formats. If no response is received within the specified timeframe, the supporter's record is made inactive.

You are in control of how we use and keep your personal information. You can request a copy of all personal information that we hold about you at any time. If you discover any of your personal information or communication preferences are inaccurate, please contact us and explain the error so we can correct it. You may also ask for your personal information to be erased if you have changed your mind about us holding it.

We would also remind all supporters of the Charity, that communications preferences – including the option to 'opt out' entirely - can be updated at any point.

We need to keep a record that you have 'opted out' of our communications, so your record will remain on our system, but be made inactive, preventing us from communicating with you again.

i) **Updates to this policy**

We will check this policy at least once a year to make sure it is up-to-date and accurate, in line with changes in the law and that it adheres to best practice. If any changes are made to this policy, they will be shared on our website and through correspondence which we will share with you.

2. **Digital Data**

a) **Website**

Links to third party websites and external links

Our website may contain sponsored links and on rare occasions, adverts. These will typically be served through partners who we are working with. It is important to remember clicking on any such adverts will send you to the advertisers' website through a referral program which may use cookies and will tracks the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your computer's hard drive.

Users should therefore note they click on sponsored external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned. We recommend that you check the Privacy Policy of each website that you visit and contact its owner or operator if you have any concerns or questions, before sharing any personal or financial data.

b) **Use of Cookies**

'Cookies' are small data files stored by the browser on your computer or a mobile device. Websites are able to read and write to these files, storing data such as personalisation details or user preferences. You cannot be personally identified from information captured in cookies and - although not currently in use at Arthur Rank Hospice Charity - if these were used in the future it would be with the intention of improving your user experience whilst on our site.

If you would like more information about our use of cookies, please read our [Cookies Policy](#).

c) **Social media and online tools**

There are a small number of ways your data might be stored through your use of social media or online tools. We would like to remind you that these are not owned by the charity and therefore each have their own policies:

<http://twitter.com/privacy>

<http://www.facebook.com/privacy/>

<http://www.google.com/privacy.html>

<http://www.linkedin.com/static>

<http://www.littlegreenplane.com>

<https://help.instagram.com/196883487377501>

3. **Resources and further information**

This version of the Privacy Policy was published on 5 April 2018

The work of the Hospice is only possible as a result of the support of previous generations. Each year the fundraising challenge is passed to a new generation and it is hoped their appreciation of the Charity will allow its work to continue.

We want to ensure that our care is sustainable for the future and we need your help to achieve this. Your support is hugely appreciated - whether you chose to support our vital work by attending our flagship events, making a regular donation or through leaving a Gift in your Will - you are helping to secure our future.