

PRIVACY NOTICE

Willow Burn Hospice is committed to protecting your privacy. This Privacy Notice sets out how we collect, use and protect the personal information you provide to us, whether online, via phone, email, in letters or in person.

When you provide or we collect information by which you can be identified, then it will only be used in accordance with this privacy notice and all applicable laws concerning data protection of personal information.

This Privacy Notice explains what personal data we collect the process, how we collect it, whom we share it with, and why we do so, in addition to explaining the steps we take to keep data secure.

If you have any questions about this privacy notice or our privacy and data processing in general, please contact our Data Protection Officer on dbarker@willowburnhospice.org.uk 01207 529 224

Who are Willow Burn Hospice?

We are a registered charity (Charity No. 519659) and a company limited by guarantee registered under the name of Derwentside Hospice Care Foundation (No. 2263960) that provides palliative and end of life care to all those affected by life-limiting illnesses in County Durham.

Our registered office address is:

Willow Burn Hospice Maiden Law Hospital, Howden Bank, Lanchester, County Durham, DH7 0QS

Within the context of this statement “we”, “us” and “our” refers to:

Willow Burn Hospice Maiden Law Hospital, Howden Bank, Lanchester, County Durham, DH7 0QS

Who do we collect information from?

As an organisation we collect, process and store information from;

1. Clients (including Patients / Guests / Relatives and Carers)
2. Staff and Volunteers
3. Donors, Supporters and Customers

The way that we collect, process and store this information from these groups is detailed below:

1. Personal Data Relating to Clients

Within the context of this statement, “clients” include, but are not limited to:

- Patients/Guests/Relatives and carers
- Suppliers/Contractors

If you are referred to one of our clinical services we will collect data from you and may also receive it from other healthcare providers.

We obtain contact details (names, addresses, and phone numbers) and health details from clients.

If you use our clinical services we will need to collect the above mentioned contact details and possibly sensitive personal information concerning your health and wellbeing, ethnic origin and religious views. It may also be necessary to take still images of you for medical purposes. In order to provide complete care we may also collect some information about family members and carers.

If you stay on or visit our premises, such as our Helen McArdle Wing and Sir Tom Cowie Centre Living Well Centre, we may collect your image on CCTV.

This data is obtained, stored and processed solely to assist staff and volunteers in the efficient running of the service and is requested from the client. We will not disclose your personal information to any third party without your consent, except to healthcare professionals and organisations involved in the provision of care or to professional bodies or otherwise as required by law, regulation or codes of practice.

Personal details supplied by clients are not used to send marketing material unless prior consent is obtained.

We collect data regarding personal information of contacts for both suppliers and contractors for business purposes. All information is stored securely and only utilised for the purpose of the supply or contract with the Hospice.

As a partner in the Great North Care Record (GNCR), we need to request and share your information from and with other relevant parties who are part of your care and ongoing support network.

Full details of the member organisations of the GNCR, what data may be viewed across the GNCR network, and what are the benefits to being part of the GNCR are available from the GNCR website – <https://www.greatnorthcarerecord.org.uk/>

If you have any objection to being part of the GNCR you can contact our Data Protection Officer on dbarker@willowburnhospice.org.uk or telephone 01207 529224.

2. Personal Data Relating to Staff & Volunteers

Working for Us

When you apply for a vacancy or enter into a contract of employment with us, we will collect, store and use the personal information that you provided to us in your application form. We may ask you for additional personal information during the course of your employment, which shall be collected, stored and used in accordance with this privacy notice.

At times, we use photos and video footage to promote and celebrate the work that we do for which we will ask your consent as staff members. This consent can be withdrawn by you at any time.

You may appear in still images or video footage using CCTV that is used on our premises for security purposes.

Volunteering for us

When you apply for a volunteer vacancy or enter into a volunteer agreement with us we will collect, store and use the personal information that you provided to us in your application form. We may ask you for additional personal information during the course of your volunteering which shall be collected, stored and used in accordance with this privacy notice.

At times, we use photos and video footage to promote and celebrate the work that we do for which we will ask your consent as members of our volunteer team. This consent can be withdrawn by you at any time.

You may appear in still images or video footage using CCTV that is used on our premises for security purposes.

Why we need your personal information – contractual obligations

We need to process your personal information to perform our obligations as your employer under your employment contract. We will use our employees' personal information to:

- administer our payroll and report your earnings to HMRC
- manage our pension schemes by People's Pension or the NHS
- maintain records on your performance at work, including any performance reviews and disciplinary proceedings
- maintain records of training and qualifications

Why we need your personal information – employment law

We are under a legal obligation to process certain personal information relating to our employees for the purposes of complying with our obligations under employment law and to comply with our obligations as an employer.

Why we need your personal information – health and social care

We may be required to process personal information relating to your health in order to assess your ability to undertake the role as an employee or tasks as a volunteer of the Hospice.

Why we need your personal information – equality of opportunity or treatment

We are required to use your personal information relating to your health, racial or ethnic origin, etc. for equality monitoring purposes.

We will use this personal information to consider and provide any reasonable adjustments as required under the Equality Act 2010.

What if the data you hold about me is incorrect?

It is important that the information which we hold about you is up to date. If you believe that the information we hold is incorrect, in the first instance please let us know by contacting your line manager and / or the HR Department.

Who we share your personal information with

There are a number of reasons why we may have to share your personal information with third parties. There may also be circumstances where information is shared without your consent, for example:

- The disclosure is necessary for a statutory function
- Disclosure is required for the performance of a contract
- Disclosure is required by a Court Order
- Disclosure is necessary to assist the Hospice in obtaining legal advice
- Disclosure is made to assist with prevention or detection of crime, or the apprehension or prosecution of offenders
- Disclosure is necessary to protect your vital interest; for example in a medical emergency situation

We may be required to share personal information with statutory or regulatory authorities and organisations to comply with statutory obligations. Such organisations include HMRC, the Health & Safety Executive, and the Disclosure and Barring Service for the purposes of safeguarding children and adults.

We contract third-party suppliers to provide services, including IT, payroll, Occupational Health Services, staff and volunteer surveys. These suppliers may process personal and/or sensitive information on our behalf as “processors” and are subject to written contractual conditions to only process that personal information under our instructions and protect it.

If your personal information is included in any images or videos taken by us at our fundraising or any other events, we may share this with local publishers for promotional and/or journalistic purposes.

In the event that we do share personal information with external third parties, we will only share such personal information strictly required for the specific purposes and take reasonable steps to ensure that recipients shall only process the disclosed personal information in accordance with those purposes.

How we protect your personal information

Your personal information is stored on our paper and electronic filing system and our server is based in the UK / EU and is accessed by our staff / volunteers for the purposes set out above.

How long we keep your personal information

We will only keep your personal information for as long as necessary to comply with our employment law obligations and to safeguard the Hospice in the event of any claims, complaints, litigation, enquiries and investigations during or following the termination of your employment or when you cease volunteering with us. We will review and delete your personal information in line with our retention policy.

Legal basis for processing

For entering into and managing contracts with the individuals concerned, for example our employees the legal basis is Article 6(1)(b) – ‘processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract’.

Where we have a specific legal obligation that requires the processing of personal data, the legal basis is Article 6(1) (c) – ‘processing is necessary for compliance with a legal obligation to which the controller is subject’.

For other processing of personal data about our employees, our legal basis is Article 6(1) (e) – ‘...exercise of official authority...’

Where we process special categories data for employment purposes the condition is: Article 9(2)(b) – ‘...processing is necessary for the purposes of carrying out the obligations and exercising specific rights of the controller or of the data subject in the field of employment and social security and social protection law...’.

For the processing of information about the health of our workforce, the legal basis is: Article 9(2) (h) – ‘...processing is necessary for the purposes of preventive or occupational medicine...assessment of the working capacity of the employee...the provision of health or social care...’

3. Personal Data Relating to Donors/Supporters

Donor information is held on our fundraising database “Donorflex”. The information that you provide when you make a donation is held securely on this database.

If you make a donation to the Hospice or take part in one of our fundraising events or campaigns we use your data to:

- keep a record of your fundraising and donation history and communications that we have made with you;
- make Gift Aid Claims on your donations (if you have explicitly told us that we can do so)
- post you information about Willow Burn Hospice news and events, unless you have asked us not to (you can let us know at any time if you do not want to receive this).
- update you about news and events via email, if you have consented for us to do so.
- effectively administer our events and campaigns (e.g. to send you your fundraising pack for an event or to dedicate the name of a loved one as part of one of our campaigns).

What data do we record about you?

We will ask for the information we need in order to process your donation or request. This can vary depending on how you choose to support us. We generally record your name, address and any contact information that you choose to give us in order to contact you.

We sometimes ask for information about you which is relevant to an event or a campaign. For example this could include; your age for an age restricted event; your T shirt size if you receive one as part of an event; the name of the person that you would like to remember as part of one of our in memory campaigns such as Light up a Life or the Everlasting Leaves. You can always choose if you do not want to tell us this information.

How will we contact you?

Unless you tell us otherwise, we will use the information that you provide to us to post or email you information about our news and events (with your permission). We are very careful to keep these communications relevant to you.

If you consent for us to communicate with you via email, we will add your email address to our e-newsletter mailing list. Your email address is stored on the database.

If you would prefer for us not to contact you by post; would like to update your other communication preferences; or to tell us not to contact you at all, you can contact us in the following ways:

- Call our Fundraising & Marketing team on: 01207 529 2240

- Email us at fundraising@willowburnhospice.org.uk

Payment information

We do not keep your credit or debit card number on our database. Once processed, these are confidentially destroyed and removed from any forms.

If you provide us with your bank account number and sort code to set up a direct debit, we will keep these to process a recurring payment. We use a company called Secure Collections to process Direct Debit payments. Secure collections are a direct debit processor based in the UK and are bound by the same data protection laws that we are: <https://www.securecollections.com/home>

If you wish to make an online donation to Willow Burn Hospice via our website you will be directed to Sage Pay.

To ensure the maximum level of security is applied to your data, all transactions over the internet to and from these areas are encrypted. Credit and debit card information and bank details are not held on our database or web servers. Sage Pay are bound by the same data protection laws that we are.

Whilst we endeavour to take all reasonable steps to protect your personal information we cannot guarantee the security of any data you disclose to us whilst online. By adding your personal information to the Willow Burn Hospice website you accept the inherent security risks of communications over the internet and you agree not to Willow Burn Hospice responsible for any breach of security unless this is due to our negligence or wilful default.

We also take payments via cheque, cash, and CAF (Charities Aid Foundation) voucher. We will record amounts and cheque information for processing purposes.

Data collected by our Retail Operation

If you donate goods to our retail shops, and you are a UK taxpayer you have the option to gift aid your donations. To enable the Hospice to register you for gift aid we are required by HMRC to ask you to complete a Donor Declaration Form providing the Hospice with the following details; your name, address, email (if applicable) and your signature confirming you are willing to sign up to gift aid your donations. All personal information provided by donors is stored securely. The information you provide is shared with HMRC to enable the Hospice to claim the gift aid. We also share your information with our service provider Eproductive who facilitates our gift aid procedure. The provider acts as a data processor and is legally bound to ensure your personal data is protected under Data Protection Regulations. In line with HMRC Regulations we will write out to you or email you as part of the gift aid notification procedure to inform you how much your donated goods have raised. When you sign the gift aid declaration you can opt to receive additional information from the Hospice to keep you updated about our work.

If you purchase merchandise goods via our website you will be directed to Sage Pay. If you make a cash donation to any of our retail shops, we request personal information to allow the Hospice to acknowledge and thank donors. Your personal information is retained securely for this purpose, and your donation will be logged onto the Hospice supporter database.

Our Retail Operation may also collect personal information from you as part of any donor collection and delivery services that we provide. This information will only be utilised for this purpose and will be kept secure by the Hospice for the duration of the process.

Following the completion of the collection/delivery the personal information will be confidentially destroyed. Please note your personal information may need to be shared with a contractor who provides a service to the Hospice to support our collection/delivery service. You will be informed of this prior to any collection/delivery. The Contractor will be required to protect your personal information in the same way.

What other information do we collect?

CCTV footage

You may appear in still images or video footage using CCTV that is used on our premises for security purposes.

Photos and Video Footage

At times, we use photos and video footage to promote and celebrate the work that we do. When we take photos or video footage at an event we will notify you that we are doing so in the registration form and using posters at the event. If we take photos and video footage at other times we will always ask for your consent to use these for publicity purposes. We ask for direct consent from anyone 13 years or older. Parental consent is gained from anyone under the age of 13.

Using our website and how we use cookies

If you use our website, we will store data about our internet browser, I.P. address, the timings of your visits, and a record of which pages you looked at. We do this using a third party service called Google Analytics. Google Analytics does not identify you personally.

Our website uses what are known as “cookies”. Our cookies are not sinister, they are simply small files, placed on your computer by your browser, to help us provide a better service. We do this to help us understand things such as how many people visit the various parts of our website. Our cookies do not identify you personally. To view our cookie policy, please [click here](#). This page also includes instructions on how to disable cookies if you don’t want them to be used. By using our website and services you agree to be bound by the terms of this privacy notice.

Links to other websites

Our website may contain links to other websites of interest. However, once you have these links to leave our website, you should note that we do not have any control over that other website. Therefore, this privacy notice does not cover the links within this site linking to other websites and we encourage you to read the privacy statements on the other websites you visit.

Information Sharing

We **do not** give anyone else access to your information, in return for payment, for their marketing or commercial purposes. There are no exceptions to this.

Normally, Willow Burn Hospice will be the only people who are able to access your personal information. However, in order to do our job, there may be times when we need to give your details to others, such as:

- IT providers who provide support to us to manage the computers, phone systems or software that we use and from whom we secure confirmation that their data storage and use policies are at least as stringent as ours;
- Public relations companies and other organisations that help us in printing and sending out our marketing material. All details are sent in a secure, encrypted form and are never kept by the company after the mailing is sent.

We have contracts in place with companies to ensure that they treat your data in the same secure manner that we do.

We may sometimes be required to disclose your personal data by law such as by a regulator with appropriate power, or court order.

We will not share your personal information with anyone who claims to represent you unless we are satisfied that you have appointed them or they act in some recognised

official capacity. There may be a delay to us dealing with requests whilst we confirm the caller's identity, or check that we have your approval to deal with them.

Data Erasure

For legal and statutory reasons we do not erase data completely from our databases. You can however change your marketing preferences at any time and we ensure that your data is stored securely in a way that means you will not be contacted if you do not want to be.

Copyright

All rights reserved; no part of the website, including information, images, photos, logos and names can be republished, posted or broadcast in any form whatsoever without prior written permission from the copyright holders.

Complaints or Queries

We try to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures.

This privacy notice does not provide exhaustive detail of all aspects of the Hospice's collection and use of personal information. However, we are happy to provide any additional information or explanation needed. Any requests for this should be sent to the email or postal address below.

Access to Personal Information

We will try to be as open as we can be in terms of giving people access to their personal information. Individuals can find out if we hold any personal information by making a "subject access request" under the General Data Protection Regulation. If we do hold information about you we will: give you a description of it;

- tell you why we are holding it;
- tell you who it could be disclosed to; and
- let you have a copy of the information in an intelligible form.

To make a request to the Hospice for any personal information we may hold you need to put the request in writing addressing it to our Data Controller. The contact details can be found at the bottom of this privacy notice.

Your Rights

You have a right to request that we restrict the processing of your personal information for specific purposes.

If you wish us to delete your personal information, you may request that we do so.

You and any other person whose personal data you have provided to us can change your/their mind about whether you wish to receive information at any time.

You can change your preferences by using any of the contact methods detailed within this privacy notice or by following the instructions with each communication you receive.

You can update or correct your personal data by contacting us and asking us to do it for you. Please include your name, address and or email address when you contact us as this helps us to ensure that we accept amendments only from the correct person.

We would encourage you to update promptly your personal data if it changes. If you are providing updates or corrections about another person, we may require you to provide us with proof that you are authorised to provide that information to us.

Any requests received will be considered under applicable data protection legislation. If you remain dissatisfied, you have a right to raise a complaint with the Information Commissioner's Office at www.ico.org.uk

Changes to this Privacy Notice

Privacy laws and practise 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 need to update and amend this privacy notice in light of the changes in Privacy law or developments in our own or industry standards. The latest version of this privacy notice will be posted on our website.

How to Contact Us

Email: dbarker@willowburnhospice.org.uk

Telephone: 01207 529 224

Address:

Data Protection Officer

Willow Burn Hospice

Maiden Law Hospital

Howden Bank

Lanchester

County Durham

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