

St Mary's Hospice Privacy Policy

St Mary's Hospice (SMH) is committed to protecting the privacy of everyone who uses our services: as patients and carers or as employees and volunteers; and that of anyone who supports our work throughout fundraising, retail or lottery activities. This statement explains what personal data we collect and process, how we collect it, whom we share it with, and why we do so. It also explains the steps we take to keep data secure. If you have any questions about this privacy statement or our privacy and data processing in general, please contact our Chief Executive on 01229 580305 or write to us at the address below.

What is personal data?

By personal data we mean information that might allow you to be identified, such as your name, address, date of birth, credit card details, I.P. address, photo or video image or voice recording. For patients, some of this data may be sensitive as it relates to their health and wellbeing, ethnicity and religious views.

Who are we?

We are St Mary's Hospice (Charity No. 517738) a charity supporting people with advancing or terminal illness in the South Cumbria and Furness area. Our registered office address is Ford Park Crescent, Ulverston, LA12 7JP

How do we collect personal data from you?

We may collect personal information about you when you take part in one of our fundraising events or challenges, make a donation, play our lottery or raffles, sign up to Gift Aid or join our Loyalty Scheme in our shops, apply to work or volunteer with us or use our website. 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 have different lawful bases for collecting data including: to comply with contract needs, Legitimate Interest and for collecting 'special category data' is GDPR 2018 9(2)(h): 'for provision of health or social care or treatment'.

Using our website

If you use our website, we will store data about your internet browser, I.P. address, the timings of your visits, and a record of which pages you looked at. We only use this in its most anonymised form to better understand how people use our site.

Use of 'cookies'

Like many other websites, the SMH website uses 'cookies', small files stored on your computer which allow websites to recognise you when you visit. These store data about your browsing history but will not identify you as an individual. This helps us to improve our website and deliver a better more personalised service. You can switch off cookies in your browser preferences but doing so may result in a loss of functionality when using our website. By using our website and services you agree to be bound by the terms of this statement. The St Mary's Hospice website may include links to other sites, not owned or managed by us and cannot be held responsible for the privacy of information collected by websites not managed by us.

Legitimate Interest

Generally we contact you using the category of Legitimate Interest as you have shown an interest in our charity in some way e.g. participating in an event, donating, fundraising or using our services. If at any time you wish such contact to stop please let us know by phone, letter or email and we will immediately remove you from our contact list.

	What type of information is collected about you?	What do we use this for?	Our legal basis for holding this information
Fundraising	<p>The personal information we collect about you for the purposes of our fundraising, lottery and retail activities might include your name, address, email, phone number, date of birth, I.P. address, photo or video image.</p> <p>Financial information such as credit card details.</p>	<p>We use this to provide you with products and services or process a donation you have made.</p> <p>We may send you newsletters about our work or to invite you to take part in events.</p> <p>We would only contact you if we carried out a Balancing Exercise and our governing committee agreed this was permissible under Legitimate Interest.</p> <p>Financial details are used only to process payments in that moment.</p>	<p>Events participation, is based on consent and your contact will be used only to inform you about this or any other similar events we hold in future.</p> <p>Financial details are used by specific partners or ourselves when we process payments e.g. event fees. Such data is not held longer term.</p>
Shopping online	We collect personal details when you are internet shopping with us.	To be able to post goods to you.	<p>We hold this under contract and do not use it for any other purpose.</p> <p>Financial details are used by specific partners or ourselves when we process payments for goods. This data is not held longer term.</p>

<p>Regular Giving, Gift Aid and Lottery</p>	<p>The personal information we collect about you for the purposes of Regular Giving, Lottery and Gift Aid might include your name, address, email, phone number, date of birth, I.P. address, photo or video image.</p> <p>Financial information such as credit card details.</p>	<p>We use this to provide you with products and services or process a donation you have made.</p> <p>We may send you newsletters about our work or to invite you to take part in events.</p> <p>We would only send out other information if we carried out a Balancing Exercise and agreed we felt it permissible under Legitimate Interest.</p> <p>Details for payments are retained and managed securely only by our partner, Sterling, where payments are ongoing (Lottery, Regular Giving).</p>	<p>Retention of information for :</p> <p>Gift Aid falls under legal obligation,</p> <p>Lottery falls under contract</p> <p>Regular Giving and Retail Loyalty Card falls under consent</p> <p>Financial details are only held by our partners where you have joined a specific activity which requires ongoing contact.</p>
<p>Volunteering with us</p>	<p>If you volunteer with us we will collect your name and contact details. If you work directly with patients or families we will hold details of your DBS.</p>	<p>We collect personal data from our volunteers for administrative purposes and to comply with safeguarding legislation, such as referrals to the Disclosure and Barring Service.</p>	<p>The basis for this is Consent as you give us your details for a specific purpose.</p>
	<p>If you apply for a job with us we will hold application details for 6 months after your application then destroy them securely.</p>	<p>We collect personal data about job applicants and employees for administrative</p>	<p>We hold data only long enough to comply with Equality Law</p>

Working for us	If you take a job with us you will receive details on what we hold and how we manage it while you are an employee and after you leave.	purposes and in order to comply with employment and safeguarding legislation, such as referrals to the Disclosure and Barring Service.	We hold your details under the basis of Contract
If you are a patient	<p>If you use our clinical services we need to collect information such as your name, age, address, gender, and possibly sensitive personal information around those aspects of your life which may impact on your health and wellbeing such as ethnic origin, sexuality or religion.</p> <p>We also collect some information about family members / carers. It may also be necessary to take still images of you for medical purposes, such as in the case of pressure ulcers. We also receive data about our patients and their families and carers from other healthcare providers.</p>	<p>When we collect data from patients and their families and carers, we do so in order to provide care to them and protect their wellbeing.</p> <p>We also collect and store non personal information for the purposes of audit, quality control, and incident reporting.</p> <p>We only share records with other healthcare providers where patient consent is given. Only professionals with a need to know are able to access this information.</p>	<p>We gather and hold patient data under Legitimate Interest</p> <p>We hold 'special category data' under GDPR 2018 9(2)(h)</p>
<p>In accordance with your rights, you may at any time request a copy of any information held on you.</p> <p>You can require us to update or correct any information we hold about you</p> <p>You can require us to stop using your information for direct marketing or fundraising purposes.</p> <p>You can ask for deletion of your data in situations where there is no legal requirement for this to be held.</p>			

Who has access to your information?

We never sell or swap your details with third parties for marketing purposes.

We may share data you provide with [trusted third parties or subcontractors](#) for specific tasks but **we contract with them to keep your data safe.**

We may need to share some information by law with our regulators or law enforcement authorities.

We do share patient data with other healthcare providers but only with the patient's consent.

Direct contact with you

We have carried out Balancing Exercises as required by the General Data Protection Regulation 2018. These can be seen here. We believe those who have supported us or used our services are interested in receiving two specific types of information from us:

- [Firstly we believe our Light up a Life remembrance](#) services can be valuable to those who have had a loved one die. We therefore use contact information from our clinical services to send this information out. Where people do not participate in LUAL for three consecutive years we remove their name from the mailing list for these services
- [Secondly we believe those who have financially](#) supported the hospice in the previous 3 years are interested in hearing about the work of the hospice and therefore once a year we send them our annual document, The Voice.

We have also undertaken a Balancing Exercise with regard to the collection of and retention of data relating to [patients receiving healthcare from the hospice](#).

Should anyone wish to be removed from either of these lists they only have to contact the hospice and this will happen immediately.

Your Consent Matters

We add your data to the database for other direct marketing communications only with your explicit consent, which you may withdraw at any time. We will enable you to record your preferences using tick boxes at various points when we communicate with you.

On correspondence requesting consent from you we will ask what types of communication you would like. Please see below further detail on what you would expect to receive for each type of communication:

Appeals and fundraising

- Requests for financial support through mailings such as in memory appeals.
- Updates on new and existing fundraising initiatives.

Lottery and Raffles

- Information regarding our Hospice Lottery.
- Raffle tickets for the hospice raffle.

Hospice Events and Challenges

- Information on a selection of hospice organised events i.e. Walk 2 Remember
- Information on places in challenge events i.e. London Marathon, bespoke walks and bike rides etc.

Volunteering opportunities

- Volunteering information including current vacancies.

Information about our services

- Information about various hospice services both existing and new developments.

Accessing and updating your information

We care about the accuracy of the information we hold about you. If you believe any information about you is incorrect or out of date, please contact us at 01229 580305.

Security

We take your security and privacy seriously. When we collect your personal information we use a variety of technical processes to prevent unauthorised access including firewalls, digital surveillance, and encryption. Any sensitive information you share with us (such as credit card details) is encrypted.

You should be aware that if you send us data through your own email account it cannot be guaranteed secure and you do so at your own risk.

If you're 16 or under

In some circumstances we may need to know if you are aged 16 or under and may refuse certain services, products or events unless we have your parent/guardian's permission.

Your right to lodge a complaint with a supervisory authority

If you believe that we breached your privacy in any way, we urge you in the first instance to contact our Data Protection Officer. If you remain unsatisfied, you have the right to lodge a complaint with the Information Commissioner's Office

Changes to this policy

We may amend our privacy policy from time to time, so please check back every so often for updates. This policy was last updated **January 2019**.

Legitimate Interests Balancing Exercise

Activity to be assessed: Light up a Life services

Date of assessment: 20 November 2017

Valid for period: until 2020

Prepared by: Val Stangoe, CEO

Processing of an individual's data	Do we have a legitimate interest, taking account of the individual's reasonable expectations?	Are we sure we aren't overriding your fundamental rights?	Are we confident we pass the legitimate interest test?
Processing next of kin data from clinical services to invite those who have lost someone this year to our Light Up A Life remembrance services	<p>We believe we do.</p> <ul style="list-style-type: none"> Other families have told us the remembrance services are helpful in finding a safe space for remembrance and grief. We believe remembrance and grieving are healthy emotions and help individuals to grieve positively All hospices carry out this event therefore we believe this is expected 	<p>We believe we are not overriding your rights because:</p> <ul style="list-style-type: none"> We give a clear opt out on the LUAL paperwork If people do not take part for the first 3 years of inviting we delete their data It is a simple request and people do not need to come We have never had anyone complain about being invited 	Yes

Approved by: St Mary's Hospice Board of Trustees

Date: 23 January 2018

Legitimate Interests Balancing Exercise

Activity to be assessed: Sending out VOICE annual hospice magazine

Date of assessment: 20 November 2017

Valid for period: until 2020

Prepared by: Val Stangoe CEO

Processing of an individual's data	Do we have a legitimate interest, taking account of the individual's reasonable expectations?	Are we sure we aren't overriding their fundamental rights?	Are we confident we pass the legitimate interest test?
Using hospice database to mail out the VOICE magazine annually to our active supporters	<p>We believe we do.</p> <ul style="list-style-type: none"> We believe where people actively support the hospice they expect we will keep aware of our activities and the benefits to patients We will remove from the mail list anyone who has not actively supported the hospice in the previous 3 years 	<p>We believe we are not overriding their rights because:</p> <ul style="list-style-type: none"> they can easily opt out – info on inside front page when people do opt out we have a clear process we follow to remove them from our list 	Yes

Legitimate Interests Balancing Exercise

Activity to be assessed: Collecting Individual Patient data

Date of assessment: 31 January 2019

Valid for period: until 2021

Prepared by: Val Stangoe, CEO

Processing of an individual's data	Do we have a legitimate interest, taking account of the individual's reasonable expectations?	Are we sure we aren't overriding your fundamental rights?	Are we confident we pass the legitimate interest test?
Collecting and retaining data relating to individual patients in order to deliver care Including special category data held under GDPR 2018 9(2)(h)	<p>We believe we do.</p> <p>Because we could not deliver personalised care with information about the specific individual.</p> <p>We could not give safe care without information about the individual</p> <p>If people do not have capacity we need full information to make a judgement on their behalf and know who else needed to be involved in such discussions</p>	<p>We believe we do not because:</p> <p>They can choose not to be here</p> <p>They can instruct us not to share information about them with others including family , other professionals</p> <p>They can instruct us to limit what we write in notes</p> <p>The only situation in which we do not comply as above is where we share for reasons of safeguarding</p>	<p>We believe that we do</p>

Approved by: St Mary's Hospice Board of Trustees

Date: 23 January 2018

Third parties with whom we regularly share data

	Organisation	Reason we share data	Do we have a clear contract limiting use to our stated purposes	How long have we worked with them	Have we ever had reason to doubt their integrity
	NHS pensions	Pension starter applications, pension returns, retirement benefit applications	Duty of care to employees	Since hospice started	No
	HMRC	Legal requirement	Legal requirement	Continually	No
	Royal London	Auto enrolment	Legal requirement	July 2014	No

	Other employers	References	Not appropriate	As and when required	No – we usually know where current staff have moved on to
	Am Trust	Group life assurance renewal	No	5 years	No
H&S	HSE	RIDDOR - legal requirement	Legal requirement	Continually	No
	D E Ford (and subsequent insurance companies)	Sharing accident claims notifications/RIDDOR reports	Yes	One year	No
	NHS Trusts GPs	To support continuity of care and treatment	Within NHS Constitution, national guidelines for health & social care sector	Plus 10 years	Know that they have systems in place to safeguard information
Health	Other health and social care professionals we may refer to	To support continuity of care and treatment	Professional body regulations	Various	No
Vols.	UCHECK	To complete DBS	Company GDPR aware	June 2016	NO
fundraising	Bricconomics	Purchase leaves for Memory tree	Not to my knowledge	4 years approximately	No
	Tyg Tickets	Not directly- customers purchase from this site. We do share information on a case by case basis during the events.	Yes	3 years	No
	Keswick to Barrow (Charity)	Supporters contact direct but during event we do share	No	Over 10 years	No

	information on a case by case basis.			
Sterling	Case by case basis to manage active lottery playing supporters and meet their needs Regular Giving Management	Yes	Since 2007 From 2019	No
Raffle Mail out companies (we have used Happenny press)	Generate Raffle Mail out list	No-however sharing limited via secure site	Not known	No
LFS (Canvasing Company)	Generate new lottery players	Yes-also shared via secure site	1 year	No