

Privacy Notice

The Mary Ann Evans Hospice (Hospice) 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 through our fundraising, or retail and 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 Data Protection Officer (our Chief Executive) maehequiries@geh.nhs.uk or [024 76865466](tel:02476865466) or write to us at the address shown under "Who are We" .

What is Personal Data?

By personal data we mean any 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 some this data will be sensitive and relate to their health and wellbeing, ethnicity and religious views.

Who are We?

We are the Mary Ann Evans Hospice (Charity No: 1014800), a charity that supports people living with limiting illnesses in Northern Warwickshire and surrounding areas. Our registered office address is: [Mary Ann Evans Hospice, Eliot Way, Nuneaton CV10 7QL](#)

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, make a donation, take part in a raffle, buy items 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 also collect personal information on members of staff and volunteers. Our current lawful basis for collecting personal information is contained within Schedules 2 and 3 to the Data Protection Act (1998).

What Type of Information is Collected about You?

Fundraising or Visiting our Shops

The personal information we collect about you for the purposes of our fundraising and retail activities might include your name, address, email, phone number, date of birth, I.P. address, photo or video image and financial information such as credit card details. You may appear in still images or video footage using Closed Circuit Television (CCTV) that is used on some Hospice sites for security purposes.

Volunteering with Us

If you volunteer with us we will collect your name and contact details. We may also take still images of you or video footage using Closed Circuit Television (CCTV) on some Hospice sites.

Working for Us

If you apply for or take a job with us, we will store your contact details, information such as your name, age, address, gender, and possibly sensitive personal information concerning your health and wellbeing, ethnic origin, and religious views, bank details, and keep records of your employment history. You may appear in still images or video footage using Closed Circuit Television (CCTV) that is used on some Hospice sites for security purposes.

If you are a Patient

If you use our clinical services we will need to collect information such as your name, age, address, gender, and possibly sensitive personal information concerning your health and wellbeing, ethnic origin, sex life, and religious views. In order to provide complete care we may also collect some information about family members and carers. It may also be necessary to take still images of you for medical purposes, such as in the case of pressure ulcers or lymphoedema. We also receive data about our patients and their families and carers from other healthcare providers.

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.

Use of 'Cookies'

Like many other websites, the Hospice's website uses 'cookies'. Cookies are small files stored on your computer that allow websites to recognise you when you visit. They 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. To see how we use cookies, and what they are please see our [Cookies Policy Page](#). 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 statement.

Links to other Websites

The Hospice's website may include links to other sites, not owned or managed by us. We cannot be held responsible for the privacy of information collected by website not managed by us.

How we use your Information

We may use your information for any of the following depending on our relationship with you.

For our fundraising and retail services we may collect data in order to provide you with products and services (sometimes as part of a contract), process a donation you have made, to send you newsletters and other communications about our work or to allow you to take part in events.

We do not carry out any profiling to identify potential donors or to understand donor motivations and preferences.

We respect your rights of privacy and any information we may hold about you is held in accordance with your data subject access rights under current legislation. In accordance with those rights, you may also at any time request that we update, correct or delete, if possible, any information that we may hold about you and/or no longer use it for direct marketing or fundraising purposes.

We collect personal data about job applicants and employees for administrative purposes and in order to comply with employment and safeguarding legislation, such as referrals to the Disclosure and Barring Service.

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.

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. We also collect and store it for the purposes of audit, quality control, and incident reporting.

Who has Access to your Information?

We will never sell or swap your details with third parties. We may share data you provide with trusted third parties, subcontractors, our regulators, and with law enforcement authorities. We may share patient data with other healthcare providers with the patient's consent. We may, sometimes, also be legally required to share it with local authorities and our regulator, the Care Quality Commission.

Your Consent is Important

For direct marketing communications using Email or SMS (text) we collect data 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.

Legitimate Interest (Mail & Telephone)

- Article 6(1)(f) of the GDPR says that we can process your data where it "*is necessary for the purposes of the legitimate interests pursued by [us] or by a third party, except where such interests are overridden by the interests or fundamental rights or freedoms of [you] which require protection of personal data.*"
- We do not think that any of the activities outlined below prejudice individuals in any way. They help us to offer a more tailored and efficient service (for example, by using profiling methods to personalise your experience with us and our communications with you). However, you do have the right to object to us processing your personal data on this basis.

On correspondence requesting consent from you we will ask what types of communication you would like. Please see below further details 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 Local Hospice Lottery
- Raffle tickets for the Hospice's raffles

Hospice Events and Challenges

- Information on a selection of Hospice organised events i.e. Annual Luncheon, Strictly Learn to Dance, 5k fun runs etc.
- 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

Hospice News and Publications

- Newsletter mailings i.e. Hospice News and any interim updates from the Hospice

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:

Fundraising: [024 76865450](tel:02476865450) or email gary.grant@geh.nhs.uk

Retail: [024 76865437](tel:02476865437)

Lottery: [0800 316 0645](tel:08003160645)

Volunteering: [024 76865465](tel:02476865465) or email rose.sidwell@geh.nhs.uk

For patients: [024 76865465](tel:02476865465) or email rose.sidwell@geh.nhs.uk

Security

At the Hospice 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 send to us (such as credit card details) will be encrypted.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk.

If you are 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 (our Chief Executive). If you remain unsatisfied, you have the right to lodge a complaint with the Information Commissioner's Office at the address below:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Tel: 0303 123 1113 (local rate)
01625 545 745 (national rate)
<https://ico.org.uk/global/contact-us/email/>

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 September 2019.