

WUTH Charity

Privacy Notice

WUTH Charity is registered with the Charity Commission, with registered charity number 1050469. We are committed to protecting your privacy and will only use the information that we collect about you lawfully. This notice is intended to give you an understanding of how and why we use the information that you give to us.

This notice sets out how WUTH Charity ('we', 'us' or 'our') will respect and keep safe any personal data that you share with us. It is our aim to be clear when we collect your data and not do anything with it that you wouldn't reasonably expect.

We want to ensure that we only send marketing communications to those who have specifically stated that they are happy for us to do so. Our marketing communications include information about our latest hospital news, fundraising and events. If you would like to receive such communications but have not opted in, please contact us on 0151 482 7788 or wuth.charity@nhs.net

This Information Notice may be updated from time to time, so please check it regularly.

Your personal data

Personal data is/are information that can be used to help identify an individual, such as *name, address, phone number or email address*. We collect personal data in the following ways.

When you give it to us directly

You may give us your information in order to sign up for one of our events, make a donation, communicate with us, share your story or purchase products. Sometimes when you support us, your information is collected by an organisation working for us (e.g. when signing up to play our Lottery), but we are responsible for your data at all times.

When you give to us indirectly

Your information may be shared with us by independent event organisers, or fundraising sites such as JustGiving. These independent third parties will only do so when you have indicated that you wish to support WUTH Charity and with your consent.

Social media

Depending on your settings or the privacy policies for social media like Facebook or Twitter, you might give us permission to access information from those accounts or services.

Information available publicly

This may include information found in places such as Companies House and information that has been published in the media.

When you use our website

Like most websites, we use 'cookies' to help make the site, and the way you use it, better, for example, by automatically filling in your name and address in text fields. There are more details in our *Cookie Policy*

which you'll find on our website.

What information do we ask for?

We will only ever collect the information we need, including data that will help us to improve our services and give you the best possible supporter experience.

If you make a donation, volunteer, register to fundraise, sign up for an event or buy charity merchandise, we will usually ask for

- your name
- your contact details
- your bank or card details, if you wish to use your account to donate or purchase.

Where it is appropriate, we may also collect information relating to

- whether you are over a certain age (example: if you are taking part in a challenge event)
- your health (example: if you have asked us to share your NHS story)
- why you've decided to donate

What do we use your personal data for?

We will mainly use your data to

- provide you with the services, products or information you have asked for
- administer your donation, including processing Gift Aid
- support you in your fundraising
- provide essential event information where you have signed up to take part
- ensure we know how you prefer to be contacted
- comply with applicable laws and regulations, and requests from statutory agencies
- keep a record of your relationship with us, for our own administrative purposes
- conduct research, such as supporter satisfaction research
- understand how we can improve our services, products or information
- ensure that content from our website is presented in the most effective manner for you and your device

Building your supporter profile

We may record information you give us to create a profile of your interests and preferences. We do this to help us determine in what ways you might be interested in getting involved (for example, if you're a keen cyclist). This helps to make our requests for support appropriate to you and enables us to raise funds in a more cost-effective way.

Direct marketing

With your consent, we will contact you to let you know about our latest appeals, events, fundraising campaigns, our services and updates and to ask for donations and any other information, products or services that we provide or provide access to. Occasionally, we may include information from partner organisations which are supporting us in these communications. We make it easy for you to tell us how you want us to communicate in a way that suits you. We ensure you are asked clear marketing preference questions and we include information on how to opt out when we send you such marketing.

If you don't want to hear from us, that's fine. You can let us know this when you provide your information, or you can call us on 0151 482 7788 or email wuth.charity@nhs.net

Sharing your story

Lots of people choose to tell us about their experience of Wirral University Teaching Hospital NHS Foundation Trust ('the Trust'). These stories often help us to inspire others and support the work we do. This may include some sensitive information about their health and family life among other information.

We use the information provided, including gender, ethnicity or health conditions only with the **explicit consent** of the individuals (or their parent or guardian if under 18). This information can form part of our fundraising messaging or when promoting the work of the Charity and the Trust. It may be used in the media, online, in printed materials or at events.

Children's data

We will only store information about children if given the **explicit consent** of their parent or guardian. We aim to manage this in a way which is appropriate to the age of the child.

Third parties

We will never sell or swap your data with third parties, but we may sometimes share your information with our trusted service providers who are authorised to act on our behalf, or whom we work with in partnership to fundraise on our behalf. If you participate in our Lottery, for example, your information will be processed by the company which administers our Lottery.

These partners may include mailing houses, marketing agencies and IT specialists. The kind of work we may ask them to do could involve processing, packaging and delivering mail, answering questions about products or services or processing payments. We will only pass personal data onto them if they have signed a contract that requires them to

- abide by Data Protection legislation
- comply with the Code of Fundraising Practice
- treat your information as carefully as we would
- only use the information for the purposes it was provided (not for their own or another organisation)
- allow us to carry out checks to ensure they are doing all of these things

Storing your information

Information is stored by us on computers located in the UK. We may transfer the information to other trusted partners who are working on our behalf, as explained above. We may also store information in paper files.

We place a great importance on the security of all personally identifiable information associated with our supporters, customers and users. We have security measures in place to attempt to protect against the loss, misuse and alteration of personal data under our control. For example, only authorised personnel are authorised to access supporter information and we use secure software to encrypt financial and personal information. While we cannot ensure or guarantee that loss, misuse or alteration of data will not occur while it is under our control, we use our best efforts to try to prevent this.

Unfortunately, the transmission of data across the internet is not completely secure and whilst we do our best to try to protect the security of your information, we cannot ensure or guarantee that loss, misuse or alteration of data will not occur whilst data is being transferred.

Where you or we have provided a password enabling you to access parts of our websites or use our services, it is your responsibility to keep this password confidential. Please don't share your password with anyone.

We will keep your information only for as long as we need it to provide you with the goods, services or information you have required, to administer your relationship with us, to inform us on your preferences, to comply with the law, or to ensure we do not communicate with you when you have asked us not to. This will run within a 24-month period. If your consent is not renewed during this time, your records will be made inactive on our database.

Social media

We operate a number of social media pages (including Facebook and Twitter). Although this notice covers how we will use any data that we may collect from those profiles, it does not cover how the providers of social media websites will use your information. Please ensure you read the privacy policy of social media websites before sharing data. You may wish to make use of the privacy settings and reporting mechanisms they provide to control how your data is used.

Your rights

Data Protection legislation gives you certain rights over your data and how we use it. These include the following.

- The right in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed.
- The right to prevent your data being used for direct marketing.
- The right of access to a copy of the information we hold about you (known as a *subject access request*).

If you wish to exercise any of these rights please contact the Data Controller (WUTH Charity) in writing at Charity Office, Financial Services, Willow House, Clatterbridge Hospital, Clatterbridge Road, Wirral, CH63 4JY

or by emailing wuth.charity@nhs.net

For more information about your rights under Data Protection legislation, or to lodge a complaint, visit the website of the Information Commissioner's Office at ico.org.uk.

Freedom of Information

WUTH Charity is a subsidiary of Wirral University Teaching Hospital NHS Foundation Trust, and the Freedom of Information Act (FOI) 2000 applies.

FOI gives you the right to access recorded information held by public authorities in the following two ways.

- Public authorities are obliged to publish certain information about their activities.
- Members of the public are entitled to request information from public authorities.

When submitting an FOI request, you must do so in writing with a clear description of the information you require, and we must respond to you within 20 working days. You can send us a letter, fax or use the form on our website to email us at wuth.charity@nhs.net (please ensure you enter your email address correctly as we will need to respond to you). We do not accept any verbal requests.

A person may ask for any information that is held by a public authority although this does not mean that the authority is always obliged to provide the information. In some cases, there will be good reason why an authority should not make public some or all of the information requested. In addition, the FOI Act contains

a number of exemptions that allow authorities to withhold some types of information. Different exemptions apply to different types of information.

For FOI enquiries, please write to:

Information Governance/Records Manager
Access to Information Department
Wirral University Teaching Hospital NHS Foundation Trust
Arrowe Park Hospital
Arrowe Park Road
Upton
Wirral
CH49 5PE