

Charity Information Privacy Notice

Trust Wide Information

For statutory legal purposes we must inform you that Liverpool University Hospitals Foundation Trust is the Data Controller processing your personal data

This Privacy Notice applies to the collection, use and disclosure of information by Liverpool University Hospitals Charity and its affiliated companies. This Privacy Statement does not apply to third party web sites that may be accessible through hyperlinks on our website, which have their own privacy policies that we encourage you to review.

This Privacy Notice explains how the Charity collects, uses, and discloses information about its donors or other individuals who visit our website.

Liverpool University Hospitals Charity is registered in England and Wales with Charity Number 1047988. The Charity is committed to protecting your privacy and personal information, whether you are a supporter, volunteer, shopper or campaigner. This notice explains how and why the charity and all of its subsidiaries collect and use the personal information you provide to us and that we collect, whether online, via phone, email, in letters or in any other correspondence.

We ensure that we use your information in accordance with all applicable laws concerning data protection of personal information and we will respect and keep safe any personal data you share with us. It is our aim to be open and transparent when we collect your data and provide assurance that it wouldn't be used in a way that you wouldn't reasonably expect.

This notice explains:

- What information the charity may collect about you.
- How we will use that information.
- Whether we disclose your details to anyone else.
- Your choices regarding the information you provide to us.
- How we use cookies to provide services to you or to improve your use of our website.

If you have any queries about this privacy notice please contact Head of Fundraising, Liverpool University Hospitals Charity, Mount Vernon Street, Liverpool L7 8YE or email fundraising@liverpoolft.nhs.uk.

Whilst using our website, software applications or services, you may be required to provide personal information (name, address, email, account details, etc.). We will use this information to administer our website, applications, client databases and marketing material.

We will ensure that all personal information supplied is held securely in accordance with the UK-GDPR Regulations. You have the right at any time to request a copy of the personal information we hold about you.

Should you wish to receive a copy of this, or would like to be removed from our database, please contact us at fundraising@liverpoolft.nhs.uk.

Who are we and what do we do?

On 1st October 2019, Liverpool University Hospitals Foundation Trust (LUHFT) was created, through the merger of Aintree University Hospital NHS Foundation Trust and Royal Liverpool and Broadgreen University Hospitals NHS Trust.

LUHFT is a major NHS Trust providing healthcare services across Merseyside and beyond. As well as providing general and specialist health care, it plays an important role in the teaching and education of health care professionals and in healthcare research and innovation.

We are monitored by a number of different organisations including:

- NHS England
- The Information Commissioners Office (ICO)
- Care Quality Commission (CQC)
- Department of Health
- NHS Improvement

Our consultants, doctors, nurses, healthcare and fundraising professionals are also regulated and governed by professional bodies.

Why have we issued this privacy notice for our supporters?

By issuing this privacy notice, we demonstrate our commitment to openness and accountability. We recognise the importance of protecting personal and confidential information in all that we do, and take care to meet our legal and other duties, including compliance with the following:

- Data Protection Act 2018
- Human Rights Act 1998
- General Data Protection Regulations 2018
- Privacy and Electronic Communication Regulations (PECR)
- The Charity Commission
- The Code of Fundraising Practice

The Charity uses any one of the following lawful bases for processing your personal information:

- You have consented to us processing your data.
- There is a contractual relationship with you.
- We are legally obliged to process your data.
- We believe it's in the legitimate interest of either you as the data subject, or us as the Charity, to process your data. Legitimate interest can be used where there is a reasonable purpose to process an individual's data. For more information on legitimate interest, please see the [ICO's website](#) or contact us at fundraising@Liverpoolft.nhs.uk.

It's important that the personal information the Charity obtains is held, used, transferred and otherwise processed in accordance with the legislation.

The law sets out a couple of additional grounds over and above those listed above, however the Charity is only using the grounds detailed above. In the future, if the grounds for processing change, the notice will be updated to reflect this.

Information Collection

- Personal data is information that can be used to help identify an individual, such as name, address, phone number or email address.
- Information you give us: for example, when you engage with our social media or message boards, make a donation to us, register for an event or otherwise provide us with personal information. When you register with our Charity, we'll ask for personal information, like your name, email address and telephone number to store with your account. You may simply want your details on our database to keep you up to date with our work. Sometimes your information is collected by a trusted organisation working for us (e.g., Mailchimp, EventBrite etc) but we are responsible for your data at all times. All scenarios listed above require a direct action by you in order for us to receive it.
- Information we get from your use of our website and services. We collect information about the services you use and how you use them. We may also receive information about you from third parties. This can include information such as your name, postal address, email address, phone number, your geographic location (for mobile devices), credit/debit card details and whether you are a taxpayer so that we can claim Gift Aid. Wherever possible we use aggregated or anonymous information which does not identify individual visitors to our website. By submitting your details, you enable us (and where applicable any suppliers we may use) to raise funds and to provide you with the goods, services, information, activities or online content you select and any other related services LUHFT may provide.
- Your information may be shared with us through fundraising sites such as JustGiving and VirginMoneyGiving. These independent third parties will only do so when you have indicated that you wish to support Liverpool University Hospitals Charity and with your consent.

We do not usually collect 'sensitive personal data' about our supporters unless there is a clear reason for doing so, such as participation in a fundraising event or where we need this information to ensure that we provide appropriate facilities or support to enable you to participate in an event.

We may collect health information if you tell us about your experiences of the hospital (for example if you act as a case study for us) however we will make it clear to you when collecting information as to what we are collecting and how this information will be used, but only with your permission.

Personal sensitive data is defined as: Genetic data, biometric data processed solely to identify a human being; health-related data; data concerning a person's sex life or sexual orientation.

Your debit and credit card information

If you use your credit or debit card to donate to us, buy something or pay for a registration online or over the phone, we will ensure that this is done securely and in accordance with the Payment Card Industry Data Security Standard. You can find out more information about PCI DSS standards here: <https://www.pcisecuritystandards.org/>.

We do not store your credit or debit card details following the completion of your transaction. All card details and validation codes are securely destroyed once the payment or donation has been processed. Only staff authorised and trained to process payments will be able to see your card details.

If we receive an email containing any credit or debit card details, it will be immediately deleted, no payment will be taken, and you will be notified about this. All purchases or donations should be completed through the donation page on our website or via our fundraising team by calling 0151 706 3153.

The charity will not sell, swap or rent your personal identifiable information with third parties but, in the future, we may want to share your information with trusted service providers who we choose to authorise to act on our behalf, or whom we are planning to work with in partnership to fundraise on our behalf. For example: if you choose to participate in our upcoming lottery, your information will be processed by the company who administer our lottery.

Choosing how we use your data

We want to ensure that we only send marketing and promotional communications to those who have specifically stated that they are happy for us to do so. This might include information about our latest hospital and charity news, fundraising initiatives, activities and events. If you would like to receive such communications but have not opted in, please contact 0151 706 3153 or email fundraising@liverpoolft.nhs.uk.

The accuracy of the information we hold about you is important to us.

We understand that you trust us with your personal information, and we are committed to ensuring you can manage the privacy and security of your personal information yourself.

With respect to the information relating to you that ends up in our possession, and recognising that it is your choice to provide us with your personal identifiable information, we commit to giving you the ability to do all of the following:

- You can verify the details you have submitted to the charity by contacting us. Our security procedures mean that we may request proof of identity before we reveal information, including your e-mail address and possibly your address.
- You can also contact us by the same method to change, correct, or delete your personal information. Please note: if you have shared any information with others through social media channels, that information may remain visible, even if your account is deleted.
- You can unsubscribe from receiving marketing emails via the “unsubscribe” link at the bottom of any email you have received from us. Once you do this, you will no longer receive any emails from us.
- You can request a readable copy of the personal data we hold on you at any time. To do this, please contact us 0151 706 3153 or email fundraising@liverpoolft.nhs.uk.

How we store your information

- Your information is stored by us on a dedicated fundraising database (Blackbaud’s RaisersEdge). We also store some information in paper files.
- We will ensure that your information is held in compliance with GDPR. We will take all steps reasonably necessary to ensure that your data is kept secure and in accordance with this Privacy Notice.
- We will store your information in accordance with legal requirements and tax/accounting rules.

How we may use your information

We may use your information for a number of purposes including the following:

- To provide you with the services, products or information you have requested or which we feel may interest you where you have consented to being contacted.
- To process donations, we may receive from you.
- To fundraise in accordance with our internal policies and procedures
- To provide you with information about our work or our activities that you have agreed to receive.
- To fulfil sales contracts, you have entered into with us.
- To invite you to participate in interactive features on our website when you choose to do so.
- For administration purposes (for example we may contact you regarding a donation you have made or the event you have registered for).

- For internal record keeping, including the management of any feedback or complaints.
- To use IP addresses to identify your approximate location, to block disruptive use, to record website traffic or to personalise the way our information is presented to you.
- To analyse and improve the services offered on our sites to make it as user-friendly as possible.
- To show you adverts online and on social media about our campaigns, projects etc we think they may be interested in.
- We may analyse the personal information we collect about you and add publicly available information to create a profile of your interests, preferences and level of potential donations so that we can contact you in the most appropriate way and with the most relevant information:
 - Where it is required or authorised by law; and
 - We may assess your personal information for the purposes of credit risk reduction or fraud prevention.

If you enter your contact details into one of our online forms, we may use this information to contact you, even if you don't click 'submit' on the form. We will do this to see if we can help with any problems, you might be experiencing with the form or with our website, or to see if you would like to continue the action you were taking on the form.

Marketing materials

We may contact you for marketing purposes by email or text message if you have agreed to be contacted in this manner. By subscribing to Liverpool University Hospitals Charity emails or opting in to email communication from Liverpool University Hospitals Charity, you grant us permission to use the email for both email marketing purposes and advertisement targeting. We may also send you service communications via email or text, for example where you place an order for goods or services on our website, or you have made a donation by text.

If you have provided us with your postal address or telephone number, we may send you direct mail or telephone you about our work unless you have told us that you would prefer not to receive such information.

It is your choice as to whether you want to receive information about our work, how we raise funds and the ways you can get involved. If you do not want us to use your personal information in these ways, please tick the relevant box situated on the form on which we collect your data.

You may opt-out of our marketing emails via the 'unsubscribe' link in at the end of our marketing emails.

You can also change any of your contact preferences at any time (including telling us that you don't want us to contact you for marketing purposes by telephone, or by post) by contacting our office on 0151 706 3153 or fundraising@liverpoolft.nhs.uk.

We will not use your information for marketing purposes if you have indicated that you do not wish to be contacted for such purposes. However, we will retain your details on a suppression list to help ensure that we do not continue to contact you.

Information sharing and disclosure

The Charity may share your personal information with other LUHFT entities, trading subsidiaries, suppliers or service providers only to provide the products or services you've requested from our site(s) where, for example, we use a separate company to deliver goods to you.

The Charity may share your information with our data processors.

This would include our trusted partners that work with us in connection with our charitable purposes, and other entities that act as fundraisers for LUHFT, sell LUHFT products or provide LUHFT information and marketing (subject to your communication preferences and our internal policies and procedures). We require these third parties to comply strictly with our instructions and data protection laws and we will make sure that appropriate controls are in place. We enter into contracts with all of our data processors and regularly monitor their activities to ensure they are complying with LUHFT policies and procedures.

Rest assured, we will never share, sell or swap your details with any third parties for the purposes of their own marketing or the monetising of your data.

We may disclose your personal information to third parties if we are under a duty to disclose your personal data in order to comply with any legal obligation (for example to government bodies and law enforcement agencies), or in order to enforce or apply our rights (including in relation to our website or other applicable terms and conditions) or to protect Liverpool University Hospitals Charity, for example in cases of suspected fraud or defamation.

Under 18s

We are committed to protecting the privacy of the young people that engage with us. Our fundraising events request specific information about the age of participants. If you are under 18 and would like to get involved, please ensure that you have consent from a parent or guardian before giving us your personal information. When we collect data about a child or young person aged under 18, we will make it very clear as to the reasons for collecting this data and how it will be used.

What information do we collect?

Prospective members of the public constituency are asked to complete an application form where we request the following personal information:

- Name and date of birth.
- Address, telephone number and email address.
- Ethnicity (required for equality monitoring to ensure that the Trusts membership is representative of the local population).

By providing the charity with your contact details, Charity members are agreeing to the charity using those channels of communication with them about their membership.

Why do we collect your information?

We collect and use your information for one or more of the following reasons:

1. Under the lawful basis of contractual necessity for processing, we collect and use your information as follows:
 - to process your order and send you the items that you have ordered through our shop.
 - for the purposes of you entering a raffle, prize draw or competition.
2. Under the lawful basis of legal obligation for processing, we collect and use your information as follows:
 - where the collection is required or authorised by law.
 - to assess your personal information for credit risk, age verification or fraud prevention. Charities can be targeted for illegal purposes such as money laundering and therefore we are required to monitor financial activity and report suspected fraud to the appropriate authorities.
3. Under lawful basis of consent for processing, we collect and use your information as follows:
 - to provide you with the service, products or information about the charity's work or the activities we provide that you have requested.
 - for your participation or expressed interest in an event, ensuring you have all the required information and to support you in your fundraising.
 - to ask you to help the Charity by raising money on our behalf or donating money to us but always in accordance with our supporter commitment found here.
 - where you made a donation in celebration of another individual and that individual, or a related person, wish to know who has given.
4. Under the lawful basis of legitimate interest for processing, we collect and use your information as follows:
 - to keep a record of your relationship with us and ensure we know how you prefer to be contacted.
 - to process any donation(s) we may receive from you, including processing Gift Aid.
 - to provide you with information about the Charity's work or activities.
 - for internal record keeping such as to manage feedback or respond to complaints.
 - to administer and monitor grant funding.
 - to help us identify new supporters.

- to analyse and improve our services regarding: fundraising; retail and supporting the hospital.
- to use IP Addresses: to block disruptive use; to record website traffic or to personalise content based on previous visitor history.

We sometimes record information you give us to create a profile of your interests and preferences so that we can contact you about appropriate activities and events (for example if you're a keen golfer, runner or cyclist or have attended an event).

Marketing and communication preferences

We use marketing communications to keep you up to date with what we're doing, how you can get involved, and news and features about the charity which we feel will be of interest to you. This may include newsletters, surveys, financial appeals, raffle appeals, catalogues from our shop, fundraising opportunities or updates about the Trust.

We use a variety of methods to send marketing to you including post and electronic channels. You can tell us how you would prefer us to communicate with you in a way that suits you and we will always include information on how you can opt out if you no longer want to hear from us.

You can let us know this when you provide your information, or you can call us on 0151706 3150 or email fundraising@liverpoolft.nhs.uk.

Electronic

Electronic marketing includes the use of:

- telephone (landline and/or mobile)
- email
- text messages

We'll always ask your permission before we send you electronic marketing.

You can choose any combination of these methods and once you have told us how you want to hear from us. You can always tell us, at any time, if you no longer want to receive these communications.

Social Media

The Charity uses social media to communicate with you and share information about campaigns or events. Currently we use Facebook, LinkedIn and Instagram. We do this through advertising on your social media or through posting messages and information on our own social media pages which you may choose to "like", "follow" or interact with. For our supporters who are also Facebook users, we work with Facebook to use tools that Facebook make available to us to advertise to you. These tools enable our communications to appear on news feeds, and this is called a "custom audience".

We will only do this if you have already consented to us sending you marketing via email and where we believe the marketing communication may be of interest to you. Where this is the case, your name and e-mail address will be uploaded in an encrypted format to Facebook. Facebook will determine if you have a Facebook account and then place the marketing directly on your news feed. We may also use the same tool in a slightly different way to ensure you don't receive unnecessary marketing communications.

We take your privacy and rights seriously but still deem your interest to us important. For this reason, we use our legitimate interest to use your information and communicate with you in this way. Therefore, we will not ask for your permission to market to you through social media, but you are always free to inform us that you do not want us to contact you in this way.

You can update your preferences within the social media site to stop receiving marketing. For further information on Facebook in particular, please see their terms of service and their data notice.

Post

This is where you receive information about the charity through your mailbox.

Postal marketing enables us to contact a wide range of individuals and is an easy way to keep you updated. It allows you to donate and get involved in your own time and in a way which isn't intrusive for you.

For this reason, we use our legitimate interests to send marketing in this way. This means that we won't ask you for prior permission to send you marketing by post, but you can always tell us if you no longer want to receive post.

Changing your marketing preferences

You can stop receiving marketing communications altogether or change your preferences at any time either by following the instructions in the communication you have received or by contacting us on 0151 706 3150 or fundraising@liverpoolft.nhs.uk.

We won't use your information for marketing purposes if you have asked us not to. However, we may retain your details on a suppression list to help ensure we don't continue to contact you.

Your rights

Under the Data Protection Act 2018, you have the right to find out what information organisations hold about you.

These include the right to:

You have a number of rights available to you and these are set out below.

Right to be Informed

You have a right to be told what the charity is doing with your data. This Privacy Notice sets this out for you and further information can be sought from the Data Protection Officer.

Right to Rectify Inaccurate Information

You have a right to ask the charity to correct any data we hold and process that is no longer correct. You can also ask us to complete information that is incomplete.

Right to Restrict Processing

You have a right to choose what personal information held about you is processed and limit the information that you no longer want the charity to process.

Right to Portability

You have a right to ask the charity to send a copy of the information we hold about you to another organisation.

Right of Access

You have a right to ask us whether we are processing your personal information. Where this is the case, you can ask us to supply you with the information.

Right to Erasure

You have a right to ask the charity to delete the information we hold on you where:

- it is no longer required for processing.
- you no longer consent to the processing.
- where you object to processing.

Right to Object to Processing

You have the right to object to the processing of your information where:

- this is carried out by us under the basis of public interest or legitimate interests.
- this is processed for direct marketing purposes.
- this is processed for scientific or historical research purposes, or statistical purposes.

You also have rights when an organisation is using your personal data for:

- Automated decision making (without human involvement).
- Profiling, to predict your behaviour or interests.
- There are exceptions to these rights.

How long do we keep your information?

The charity will only keep your personal data so long as it is needed for the purposes of administering the charity and its relationship with supporters, volunteers and other stakeholders.

Where the Trust charity deletes your personal data because it is no longer needed, the charity will keep basic personal information to ensure we do not inadvertently create a new record in the future.

How can you get access to the information that we hold about you?

Under the terms of the Data Protection Act 2018, you have the right to request access to the information that we hold about you.

If you have any queries or concerns regarding the information that we hold about you or you have a question regarding your privacy, please contact our Data Protection Officer:

Post: 1st Floor (Rear)
Aintree House Lower Lane,
Liverpool, L9 7LJ

Email: dpo@liverpoolft.nhs.uk

Phone: 0151 529 8878 / 6488

We will not sell your information for any purpose and will not provide third parties with your information for the purpose of marketing or sales.

Is there any automated processing of your information?

Automated decision making is the use of computer systems or definitions to apply rules to data in order to determine an outcome – credit ratings are an example of automated decision making.

The charity does not use automated decision making as all decisions have human intervention.

Complaints, compliments, or comments

If you are unhappy with our work or something that we have done or failed to do, we want to know about it. We also welcome your views on what we do well. Your comments enable us as an organisation to learn and continuously improve our services.

If you have any questions or queries about this Privacy Notice, please contact our Data Protection Officer:

Post: Lower Lane, Liverpool, L9 7LJ

Email: dpo@liverpoolft.nhs.uk

Phone: 0151 529 8878 / 6488

If you are unhappy with the way your information is being processed, you may lodge a complaint with the UK's Supervisory Authority, the Information Commissioner. They can be contacted via:

Post: Wycliffe House, Water Lane, Wilmslow,
Cheshire, SK9 5AF

Web: <https://ico.org.uk/concerns/>

Phone: 0303 123 1113

Our ICO registration number is Z9553640.

Please note that the ICO will not normally consider an appeal until you have exhausted your rights of complaint to us directly. Please see the website above for further advice. A copy of this privacy notice is also available via our public website.

This leaflet is available in large print, Braille, easy read, on audio tape and in other languages on request.

If you require an alternative edition, please contact:

Tel: **0151 529 2906**

Email: interpretationandtranslation@liverpoolft.nhs.uk

All Trust approved information is available on request in alternative formats, including other languages, easy read, large print, audio, Braille, moon and electronically.

يمكن توفير جميع المعلومات المتعلقة بالمرضى الموافق عليهم من قبل انتمان المستشفى عند الطلب بصيغ أخرى، بما في ذلك لغات أخرى وبطرق تسهل قراءتها وبالحروف الطباعية الكبيرة وبالصوت وبطريقة برايل للمكفوفين وبطريقة مون والكترونياً.

所有經信托基金批准的患者資訊均可以其它格式提供，包括其它語言、易讀閱讀軟件、大字

體、音頻、盲文、穆恩體 (Moon) 盲文和電子格式，敬請索取。

در صورت تمایل می‌توانید کلیه اطلاعات تصویب شده توسط اتحادیه در رابطه با بیماران را به اشکال مختلف در دسترس داشته باشید، از جمله به زبانهای دیگر، به زبان ساده، چاپ درشت، صوت، خط مخصوص کوران، مون و بصورت روی خطی موجود است.

زانیاری پیوندیدار به نه‌خوشانه‌ی له‌لایمن تراسته‌وه په‌سند کراون، نه‌گس داوا بکړیت له فورمات‌ه‌کانی تردا بریتی له زمانه‌کانی تر، نیزی رید (هاسان خویندنه‌وه)، چاپی گوره، شریتی دهنگ، هیلې موون و نملیکترونیکی هیه.

所有經信托基金批准的患者信息均可以其它格式提供，包括其它语言、易读阅读软件、大字体、音频、盲文、穆恩体 (Moon) 盲文和电子格式，敬请索取。

Dhammaan warbixinta bukaanleyda ee Ururka ee la oggol yahay waxaa marka la codsado lagu heli karaa nuskhado kale, sida luqado kale, akhris fudud, far waaweyn, dhegeysi, farta braille ee dadka indhaha la', Moon iyo nidaam eletaroonig ah.