



The Prince & Princess
of Wales Hospice

Supporters

A supporter is defined as someone who donates money or time to the hospice. They may also be individuals who have expressed an interest in supporting our work.

What supporter information do we collect about you?

The type and quantity of information we collect and how we use it depends on the circumstances under which you are providing it.

We will only ever collect the information we need – including data that will be useful to help improve our fundraising activities. Only data which has been voluntarily provided will be held and such data will only be used by us to administer our relationship with you in connection with our charitable activities, aims and related purposes.

When we collect and use your information, we will make sure this is only done in accordance with the legal grounds available to us under Data Protection legislation.

Collection of personal data by the Hospice

When you register for an event or to donate your time or money, we might ask for information, your name, address, email address and telephone number to create a supporter record. We will record the specifics of your donation of time or money. We may also ask for and record information about your communication preferences and interests to provide you with a more personalised service. We also hold a log of the communications that we have had or sent to you.

Collection of sensitive personal data by the Hospice

Data Protection legislation, including General Data Protection Regulations (GDPR), recognises that certain categories of personal information are more sensitive. The hospice does not usually collect 'sensitive personal data' about supporters unless there is a clear reason for doing so. For example, we may ask for relevant health and disability information if you are participating in a fundraising event involving a physical challenge.

We may also collect sensitive personal data if you make the information public or if you tell us about your experiences relating to the Hospice (for example, if you volunteer to act as a case study for us); however we will always make it clear to you when we collect this information from you, what sensitive personal data we are collecting and why. We will not use this data without your direct consent.

Debit and Credit Card information

If you use a credit or debit card to donate to the hospice, buy something or pay for a registration online or over the phone, we will do this securely and in accordance with the Payment Card Industry Data Security Standard. Only staff authorised and trained to process payments will be able to see your credit card details. We do not store credit or debit card details at all, following the completion of a transaction. All card details and validation codes are securely destroyed once the payment or donation has been processed.

Collection of personal data indirectly

Your information may be shared with us by independent fundraising sites like JustGiving or Virgin Money Giving. These parties will only do so when you have given your consent as part of the donation process.

What do we do with the information collected about supporters

We will use the information to:

- Provide you with information, products or services requested or that are relevant to the reason for collection for the data. For example, if you have registered for a fundraising event, we will send you information about that event. If you volunteer in the hospice, we may send you information about volunteering and your specific role.
- Process transactions, donations, orders, other payments, including any applicable Gift Aid
- To support your fundraising initiatives
- To keep a record of your relationship with us
- To contact you in an appropriate way according to your selected preferences
- For statistical analysis purposes to improve our activities, services, products or information

What we don't do with information collected:

- We will never share, sell or swap your details with any third parties for the purposes of their own marketing or their own profit
- It is not our practice to buy supporter information from third party providers

Direct Marketing and Fundraising Communications

As a registered charity we rely heavily on the ability to communicate with our supporters. We send hospice updates and information on how you can help us provide the highest standards of palliative care through fundraising and volunteering opportunities. We will always be mindful of how often we communicate with you and the relevance of the content we send to you. This is based on your contact preferences and previous support history. This is done using a variety of means:

Email/text marketing

If you actively provide consent to us along with an email address and/or mobile phone number, we may contact you for marketing purposes by email or text message.

Post/telephone marketing

If you have previously supported the hospice and provided a postal address or telephone number we may send you direct mail or telephone you about our work (subject to TPS or MPS preferences), unless you have told us that you would prefer not to receive such information.

Legitimate Interests

Our legitimate interest is defined as:

The Prince & Princess of Wales Hospice is a local registered charity that provides vital health and social care needs to local people diagnosed with a life-limiting illness. The hospice believes it is in the best interests of the hospice and local people to raise awareness

of its charitable nature, to be open and transparent about how the hospice is funded and to highlight that the hospice requires external support to provide these services for local people at the end of life. We believe that this is a legitimate interest and justified lawful basis for communicating with you.

The hospice will endeavour to ensure that individuals have legitimate interest in the content of any communications made.

In all cases, the hospice balances its legitimate interests against your rights as an individual and makes sure it only uses personal information in a way or for a purpose that is reasonably expected and that does not intrude on your privacy or previously expressed marketing preferences.

If an individual has consented:

The hospice may contact you by email, phone, post or SMS about new developments, events and any other information we think may be of interest to you.

If an individual has not given positive consent:

The hospice may still contact you if we believe it is justified by the hospice's legitimate interest in doing so.

Your choice

It is always your choice as to whether you want to receive information about the work of the hospice, how we raise funds and the ways you can get involved. The hospice donation forms have clear marketing preference questions and includes information on how to opt out when you are sent marketing information. You can indicate your preferences on the forms on which we collect your data.

If you do not want to hear from the hospice, you may opt-out of marketing communications at any time by clicking the "unsubscribe" link in at the end of marketing emails, or by sending an "opt-out" text message, following the instructions provided in the initial text.

You can also change any of your contact preferences or request to stop marketing communications at any time by contacting the Supporter Relations team on 0141 429 5599 or supporter-relations@ppwh.org.uk.

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

Please note that any request to stop marketing communications may take a little time to take effect. We will strive to make this as soon as is possible.

If you do not receive marketing communications and you would like to, you can contact Supporter Relations team on 0141 429 5599 or email supporter-relations@ppwh.org.uk

Supporter information sharing

The Hospice may disclose your supporter information in the following circumstances:

- Where necessary, we may use external companies to collect or process personal supporter data on its behalf. We do comprehensive checks on these companies before working with them, and ensure a contract is in place that sets out the expectations and requirements; especially regarding how they manage the personal data they have collected or have access to.
- If we run a fundraising event in partnership with another named organisation, details may need to be shared with that organisation. We will be very clear what will happen to your data when you register and will ensure that any partnership organisations adhere to similar relevant Data Protection legislation to the hospice
- Where we are under a duty to disclose personal information in order to comply with the police, regulatory bodies or legal advisors.

Security: Keeping your personal supporter information

Information is stored by the hospice within the UK in accordance with Data Protection Legislation.

We ensure that there are appropriate technical controls in place to protect your personal details. We will undertake regular reviews of who has access to information that we hold to ensure that personal information is only accessible by appropriately trained staff, volunteers and contractors.

Any information that is saved is held safely with security systems preventing unauthorised access and is always treated confidentially.

Where information is no longer required, we will ensure it is disposed of in a secure manner.

Accuracy: Your ability to edit the accuracy of your supporter information

The accuracy of personal information is important. Where possible we use publicly available sources such as national deceased and gone-away registers to help keep our records accurate and up to date. We are grateful if you let us know if your contact details change. You can ask for your information, including address and contact details, to be updated at any time.

If you would like to change your preferences or update the details we hold about you, please contact Supporter Relations on 0141 429 5599 or supporter-relations@ppwh.org.uk or write to Supporter Relations, The Prince & Princess of Wales Hospice, 20, Dumbreck Road, Bellahouston Park, Glasgow G41 5BW. Supporter relations will make any amendments where possible.

Right to view personal supporter information

You have a right to request a copy of the personal information we hold about you and to have any inaccuracies corrected. You also have the right to request us to erase your personal information, request us to restrict our processing of your personal information or to object to our processing of your personal information.

Where you have provided your consent for our use of your personal information, you always have a right to withdraw your consent at any time.

If you would like to apply for a copy of the personal supporter information we hold about you, please write to

Supporter Relations team, The Prince & Princess of Wales Hospice, 20 Dumbreck Road, Glasgow G41 5BW

Please note that in order to verify your identity, we will require 2 forms of ID to process a request.

Under 16 supporters

We are committed to protecting the privacy of young people that engage with us on our website, at events and at schools. Our lottery and fundraising events may request specific information about the age of participants. If an individual is under 16 we require consent from a parent or guardian before obtaining personal information from the child. When we collect information about a young person aged under 16 we will state clearly the reasons for collecting this information and how it will be used.