

Privacy and Data Protection Policy

East Kent Hospitals Charity (EKHC) (registered number 1076555) is committed to protecting your personal information, whether you are a donor, volunteer, or fundraiser. This policy explains how the EKHC uses 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.

Who we are

EKHC collects information in the following ways: 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, we'll ask for personal information, like your name, email / address and telephone number and post code.

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 marathon or similar fundraising event where we need this information to ensure that we provide appropriate facilities or support to enable you to participate in an event.

In addition, if you register a fundraising event with us then the following will also apply:

Your debit and credit card information. We encourage anyone who wishes to use a credit or debit card to donate to us to make the transaction online (via our website). This will ensure that this is done securely and in accordance with the Payment Card Industry Data Security Standard. Find out more information about PCI DSS standards.

Only staff authorised and trained to process payments will be take your donation by phone.

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 create an account for you if you register with us;
- To provide you with information about our work or our activities that you have agreed to receive;
- For administration purposes (for example we may contact you regarding a donation you have made or the event you have registered for);
- To invite you to participate in surveys or research (although this is voluntary);

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 EKHC emails or opting in to email communication from EKHC, you grant us the right 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 when 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 at any time by clicking the 'unsubscribe' link in at the end of our marketing emails.

Information sharing and disclosure

EKHC will not share your information with any other organisation. We will never share, sell or swap your details with any third parties.

Keeping your records: We keep records for as long as required to operate the service in accordance with legal requirements and tax and accounting rules. Where your information is no longer required, we will ensure it is disposed of in a secure manner.

Cookies: Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to improve the performance of a website, for saving different options and to provide website owners with information on how the site is being used.

Under the Data Protection Act 1998 you have a right to request a copy of the personal information we hold about you and to have any inaccuracies corrected. We require you to prove your identity with two pieces of approved identification.

Changes to this privacy policy

We may update the terms of this policy at any time, so please do check it from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address you have provided to us or by placing a prominent notice on our website.

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. Please get in touch with us.

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.

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 us on 01227 868748 or emailing ekh-tr.fundraising@nhs.net