

# Privacy statement

**Mid and South Essex Hospitals Charity is committed to protecting your privacy. This statement explains how we will handle the personal information you provide to us and what we learn about you from your visit to our website.**

By using this site, you are agreeing to the terms of this privacy statement.

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## 1. Data protection overview

We are conscious of our responsibilities under current data protection legislation and we shall endeavor to ensure that the personal information we obtain will always be held, used and otherwise processed in accordance with that Act and all other applicable data protection laws and regulations.

We have a data protection policy which is available on request.

## 2. Your data

### *What personal information do we collect?*

Personal information is information that can be used to identify you. It can include your name, date of birth, email address, postal address, telephone number, fax number and credit/debit card details. We collect personal information when you donate money, undertake fundraising activities, ask about our activities, register on our website, order products and services (such as publications and email newsletters), or otherwise give us personal information online, in paper or electronic form, over the phone or face to face. We only collect your debit/credit card details if you provide them to us to make a donation. The card details are redacted once the donation is processed. We only collect bank account details if you set up a direct debit payment for regular donations to us. These details are held securely.

By giving us your personal details you agree that all personal data you submit may be processed in the manner and for the purposes described below.

We may analyse your personal information to create a profile of your interests and preference so that we can contact you with information relevant to you. We may make use of additional information about you, including geo-demographic information and measures of affluence, when it is available from external sources to help us do this effectively. This helps us understand the background of the people who support us and helps us to make appropriate requests to supporters who may be able and willing to give more than they already do. We may also use your personal information to detect and reduce fraud and credit risk.

## ***Why and how do we use your information and keep it safe?***

We do not and never will sell or swap your data.

We will use your personal information to provide you with the services, products or information you have requested, for administration purposes and to further our charitable aims, including for fundraising activities. We may need to share your information with our service providers such as external mailing houses that process our newsletter. We have strict data protection arrangements in place with these fulfillment organisations.

Any information we collect is stored and processed in the UK

We reserve the right to share your personal information if we are legally obliged to and to enable us to apply our terms and conditions and other agreements. This includes exchanging information with other organisations for fraud and credit risk reduction and for police investigations.

We will ensure that there are appropriate technical controls in place to protect your personal details and our network is protected and routinely monitored.

## ***How we collect information about you***

We collect information about you in the following ways:

**When you give it to us directly** - you may give us your information when you sign up to one of our events, tell us your story, make a donation or communicate with us. Sometimes, when you support us, your information is processed by an organisation working for us (such as a mailing house), but we are responsible for your data at all times.

**When you give it to us indirectly** - your information may be shared with us by independent event organisations, for example Skyline Events or fundraising sites like Just Giving. These independent third parties will only do so when you have indicated that you wish to support Mid and South Essex Hospitals Charity with your consent. You should check their privacy policies when you provide your information to understand how they will process your data.

**When you give permission to other organisations to share it** - depending on your setting or the privacy policies for social media and messaging apps like Facebook and Twitter, you might give us permission to access information from those accounts or services

We combine information from these sources with that which you provide to us directly. We also use this information to gain a better understanding of our supporters to improve our fundraising methods, products and services.

## ***The accuracy of your data and keeping it up to date***

We ask that you please let us know when you move house or change your contact details, then we can keep our records up to date. If mail (postal or electronic) addressed to you is returned to us as 'moved away' (or something similar) then we may use publicly available

sources, such as the Post Office's National Change of Address database, to double-check and update your details.

While we endeavor to ensure that the information we hold about you is accurate and, where necessary, kept up to date, we shall assume that in the absence of evidence to the contrary, the information you provide us with is accurate. Should there be any inaccuracies in the information of which you inform us, or of which we become aware, it shall be promptly rectified by us.

### ***Direct marketing***

We will contact you, from time to time, to keep you up to date with hospital news, appeals, events, our charity shops and how supporters like you are transforming patients' lives. We invite you to tell us how you want us to communicate, in ways which suit you. We will also include information on how to opt out of future marketing. If you don't want to hear from us, then we understand; just contact us on [mse.charity@nhs.net](mailto:mse.charity@nhs.net) or call 01702 385337.

If we run an event in partnership with another named organisation then your details may need to be shared. We will be very clear what will happen to your data when you register.

### ***Patient data***

We do not have access to patient data.

The hospital may contact 'past patients' on our behalf, asking if they would like to hear more from our charity. At no point do we see any patient data. We only contact patients directly if they 'opt-in' from this mailing by returning a permission slip. Funds are not diverted from patient care for this.

### ***Children's data***

If you are aged 16 or under, please get your parent/guardian's permission before giving us your personal details.

## **3. Digital data**

### ***Website***

If you do nothing other than read pages or download information while using this website, we will capture and store information about your visit. We will not be able to identify you from this; it relates to (i) the Internet domain and IP address from which you access the website (ii) the type of browser and operating system you use (iii) the date and time of your visit, (iv) the pages you visit, and (v) the address of the website from which you linked to us (if applicable).

We collect this anonymous information to make each visit more rewarding, and to provide us with information to help improve our service.

### ***Other websites***

Our website contains links to other websites belonging to third parties, for which we have no responsibility. We do not control the privacy practices of these other sites. You should therefore make sure when you leave our site that you have read that site's privacy policy.

### ***Emails terms of use***

Emails aren't always secure so please bear this in mind when you get in touch.

The information in emails is confidential, so if you've received one by mistake, please delete it without copying, using, or telling anyone about its contents.

## **4. About this privacy statement**

We may modify, add or remove sections of this privacy statement from time to time. You may like to check this page from time to time.

### ***Right to withdraw consent***

If you have any questions in relation to this statement or you wish to update your details or withdraw consent for the storage/processing of your personal data please contact us at:

Charity Head Office, The Lodge, Southend Hospital, Prittlewell Chase, Westcliff on Sea, Essex SS0 0RY

email: [mse.charity@nhs.net](mailto:mse.charity@nhs.net) Tel: 01702 385337

### ***Access rights***

You have a right to access the personal data we hold about you. If you wish to obtain a copy of this information, please write to us or email us at the addresses given below enclosing your postal details:

Department of Fundraising, The Lodge, Southend Hospital, Prittlewell Chase, Westcliff on Sea, Essex SS0 0RY

email: [mse.charity@nhs.net](mailto:mse.charity@nhs.net) Tel: 01702 385337

### ***Privacy queries***

If you have any questions regarding this statement, or you wish to update your details or remove your personal data from our records, please contact us at the above address.

**This policy was last updated in January 2022 and will be subject to regular review.**