

# FUNDRAISING PRIVACY STATEMENT

Our supporters are incredibly important to us. Without your help, we simply would not be able to support the amazing work our hospitals carry out every day.

We promise to respect your rights, choices and any personal data you share with us and keep it safe. We aim to be clear when we collect your personal information and not do anything you wouldn't reasonably expect.

We are committed to protecting your privacy and will only use personal data that we collect in line with all applicable laws, including the General Data Protection Regulation (GDPR).

This privacy statement lets you know how and why we use the data you provide to us. We may update it from time to time, so please check it regularly.

By using our web sites, you are agreeing to the terms of this privacy statement.

- 1. Who we are** We are the Fundraising Team at Ashford and St. Peter's Hospitals NHS Foundation Trust. The Fundraising Manager oversees fundraising activities and donations on behalf of Ashford and St. Peter's Hospitals' Charitable Fund to raise money for Ashford and St. Peter's Hospitals NHS Foundation Trust.

The Charity Funds exist solely for the benefit of the NHS, its patients, staff and visitor, providing valuable support to enable improvements and enhancements that would not be provided from NHS funds.

Ashford and St. Peter's Hospitals' Charitable Trust Fund (known as Ashford and St. Peter's Hospitals' Charity) Registered Charity No. 1058567 Company limited by guarantee registered in England and Wales.

The Little Roo Neonatal Fund is a fund within the Ashford and St Peter's Hospitals' Charitable Fund. This privacy statement applies to all activities of the registered charity, which includes the Little Roo Neonatal Fund.

## 2. What data do we collect about you?

Personal data we collect may include one or more of the following:

1. your name
2. contact address
3. telephone number(s)
4. e-mail address
5. records of your correspondence with us
6. donation and gift aid details
7. bank details for a Direct Debit
8. card payment details to process a donation

9. information you may enter onto the website
10. any information you choose to share with us.

We do not have access to patient data. The hospitals do not contact 'past patients' on our behalf, asking if they would like to hear more from our charity.

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

For our fundraising and donations web service, we use software provided by a third-party service provider called Stockcrowd. Please refer to the Stockcrowd site for details of their privacy and data protection in place via this link; <https://www.stockcrowd.co.uk/en-gb/legal> The fundraising and donations website collects your data at the time of donating or setting up a fundraising campaign page. The data entered by you is processed and stored by Stockcrowd as custodians, but owned by the Ashford and St Peter's Charitable Fund and made available to us by Stockcrowd.

Additionally, donations and fundraising for the Little Roo Fund are also carried out through the third party Just Giving web site. Please refer to the Just Giving site for details of the privacy and data protection in place which governs donations and fundraising made through that web site. [Privacy Policy v30 | JustGiving](#)

When you use our websites, we may use tools like Google Analytics to collect information such as your IP address, the browser you use, domain names, the time of day you accessed the website and referring Website addresses. This information helps improve our online services, ensures security and helps protect against fraud. It also assists with diagnosing online problems with our website.

We also use cookies to give us more understanding of how people use our websites. See our Cookies Policy.

### **3. How do we use the data we collect about you?**

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

We process and use your personal data for a number of purposes including the following:

- to process and thank you for your donation, sponsorship or gift aid.
- to deliver services, literature and/or other materials and information you have requested from us.
- unless you tell us otherwise, we will send you information we think may be of interest, such as updates on our work, news, fundraising appeals,

volunteering opportunities and events. We may send this information by e-mail.

- to analyse your data to create a profile of your interests and preference, so that we can contact you with information relevant to you, unless you tell us otherwise.
- contact you about leaving a gift in your Will, or to give you details of other ways to support or fundraise that you have expressed an interest in.
- operate our internal administration and keep a record of your relationship with us.
- manage your communication preferences i.e. how you have chosen to be contacted.
- to comply with applicable laws and regulations.

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. We will not bombard you with communications.

By law we are allowed to process your data for one or more of these reasons:

- you have given consent
- it is necessary for us to be legally compliant
- there is a legitimate interest to do so, such as to continue our existing relationship, to ask for your support and process donations for our Charity, provided you have not requested we do not contact you.

We may process data about your use of our websites and services. The data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use. The source of the usage data is an analytics tracking system. This usage data may be processed for the purposes of analysing the use of the websites and services. The legal basis for this processing is our legitimate interests, namely monitoring and improving our websites and services.

#### **4. Providing your data to others**

We promise to never share, sell, swap or rent your data to third parties for marketing purposes.

We will share limited donor personal data to the relevant fundraiser where donations are made, insofar as reasonably necessary to inform them that an associated donation has been made.

Financial transactions relating to our fundraising and donations website and services are handled by our payment services provider, Stripe. We will share transaction data with our payment services provider only to the extent necessary for the purposes of processing your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds. You can find information about the payment services provider privacy policy and practices at Stripe <https://stripe.com/gb/privacy>

Your data is also available to our fundraising and donations website provider (Stockcrowd) to enable us and them to deliver their service to us, carry out analysis and research on demographics, interests and behaviour of our users and supporters to help us gain a better understanding of them to enable us to improve our services. This may include connecting data we receive from you on the website to data available from other sources. Your personally identifiable data will only be used where it is necessary for the analysis required, and where your interests for privacy are not deemed to outweigh their legitimate interests in developing new services for us.

We will keep your data secure and confidential. However, disclosure may be required by law, for example to government bodies and law enforcement agencies.

## **5. How we protect and keep your data?**

We do not keep your data for longer than is necessary for the purposes for which it is used. This is in accordance with the requirements of the GDPR.

If you prefer that we do not contact you, please tell us and we will update our records accordingly.

We have security procedures, rules and technical measures to protect your data. Your data will be kept in a secure environment with access restricted on a need to know basis.

Our third party service provider for our donations and fundraising services (Stockcrowd) has their own data policy and security measures in place which can be accessed via their web site at; <https://www.stockcrowd.co.uk/en-gb/legal>

Personal data will not be transferred to a country or territory outside of geographical Europe unless there is a specific operational reason to do so, in which circumstance we are obliged to ensure that the Country or Territory concerned ensures an equal level of cyber security/protection and confidentiality procedures (General Data Protection Regulation) for your rights and freedoms, in relation to the processing and storage of personal data.

This privacy statement only governs our websites and charity fundraising activities and we are not responsible for the privacy policies that govern third party websites, even where we have provided links to them. If you use any

link on our website, we recommend you read the privacy policy of that website before sharing any personal or financial data. When using websites owned by other organisations to communicate with us, such as Twitter or Facebook, you should check their privacy policies/notices.

## **6. How can you update your personal data?**

We want to make sure that your personal data is accurate and up to date. Please let us know if your details change. We may use publicly available sources to keep your records up to date.

To let us know of any changes please contact us at the details provided in section 10.

## **7. What rights do I have over my personal data?**

Under the General Data Protection Regulation, you have the right to:

- access your personal data
- rectify, erase or restrict your data
- object to the processing of your data
- request transfer of data
- lodge a complaint with Ashford and St Peter's Hospitals' Charitable Trust or the overarching regulator or the Information Commissioners.

For more information, please contact the Ashford and St Peter's Hospitals Data Protection Officer using the following email address:

Email: [asp-tr.IG@nhs.net](mailto:asp-tr.IG@nhs.net)

## **8. Changes to this privacy statement**

Rules and regulations around data can change, which means our privacy notice will change too. Please check this page from time to time to review updates. There is a date at the bottom of this statement to say when it was last updated,

If you have any questions about our privacy statement, please get in touch.

## **9. If you would like to raise a complaint**

Your views are important to us and we take them seriously. We are committed to high standards in everything that we do but realise that sometimes things can go wrong and that not everyone will agree with everything we do. If you would like to raise a concern, make a complaint, or even pass on a compliment, you can telephone our Fundraising Manager, email us, or write to us using the contact details in section 10.

If you contact us by telephone, we aim to resolve your complaint during the call. If this is not possible, then we will let you know how long it will take to resolve and what actions we are taking.

If you contact us by email or letter, we will resolve your complaint or acknowledge receipt within 5 working days of us receiving your communication. Where the matter is more complex, we will contact you again with either a resolution or an update on the situation within 10 working days of the acknowledgement.

Hopefully you will be satisfied with our response, however, if you have any further concerns, let us know. Please explain clearly why you feel your complaint has not been adequately addressed and what action you want us to take. We will then escalate the complaint to the Director of Finance and Information, who will invoke an investigation and then contact you with a resolution within 10 working days of your latest communication to us.

If, following this additional enquiry, you are still unhappy with the outcome, you can contact the Fundraising Regulator who will independently investigate your complaint. You can contact them on their website:

[www.fundraisingregulator.org.uk/make-a-complaint/complaints/](http://www.fundraisingregulator.org.uk/make-a-complaint/complaints/)

## **10. If you would like to contact us**

Our contact details are:

Fundraising Manager  
Management office  
St. Peter's Hospital  
Guildford Road  
Chertsey  
Surrey  
KT16 0PZ

Tel: 07825 680120

Email: [asp-tr.fundraising@nhs.net](mailto:asp-tr.fundraising@nhs.net)

For the Little Roo Neonatal unit, contact the Charitable Fund Manager - Little Roo Neonatal Fund on:

Tel: 07759 135208

Email: [Sid.Hurry@nhs.net](mailto:Sid.Hurry@nhs.net)