



Supporter privacy notice

St Barnabas House and Chestnut Tree House are committed to protecting your personal information. This privacy notice sets out the basis on which we will process any personal information we collect from you, or from published sources and public registers, or data that you provide to us.

The types of information we collect

When you engage with us, for example, if you donate money, play our Lottery, access our information or request services or products, or become involved in our events, activities and campaigns, or donate goods to our shops under the Gift Aid scheme, we may collect and process personal information about you. Depending on your activity, this personal information may include your financial details, name, email address, postal address, telephone or mobile number or date of birth.

We may also ask you for information when you report a problem with our website.

If you contact us, we may keep a record of that correspondence.

We may ask you to complete surveys that we do for research purposes, although you do not have to respond to them.

We may also collect details of your visits to our website, including but not limited to traffic data, location data, weblogs and other communications data and the resources that you access. Please see our Website Terms & Conditions for more information.

By submitting personal information, you enable us to provide you with the information, services or products you select. We may also use other external sources for analysis and data quality purposes so that our communication with you is as relevant as possible.

Before contacting some very specific individuals to ask if they would like to engage with us and support our work, we may do some research to understand how likely it is that they will be interested. We typically look at information published in the media but we may also obtain information from specialist companies that collate and analyse information from public registers alongside statistical social economic data. If our research shows that a person is unlikely to be interested, we will not keep the research information. If we do contact you based on our research, we will inform you about the information we hold and agree with you how we can use it in the context of your potential support for St Barnabas House and / or Chestnut Tree House.

How we use your information

We are legally required to hold some personal information to fulfil statutory obligations, for example, the collection of Gift Aid or to support certain financial transactions.

We will also hold information about your details so that we can respect your preferences for being contacted by us.

We use your personal data to process information for the purposes of analysis and direct marketing to help us with our activities and to provide you with the most relevant information and services. We process personal information and/or provide this to a third party for the purposes of analysis to inform our campaign and marketing strategies.

How we will contact you

If we contact you by telephone or letter and you ask us not to contact you again, we will ensure your wishes are followed. You can contact us at any time to change your contact preferences by emailing us at info@stbh.org.uk or by calling 01903 706327.

When writing to you by post we rely on the legitimate interest basis – that is, we believe that you have an interest in seeing the hospice continue to flourish and to be there for the families that need us, and the hospice has an interest in staying in touch with you and securing your ongoing support. If you have given us your telephone number we may use the telephone to contact you too.

For email and SMS (text messaging), we will only contact you by these means if you have given us explicit permission to do so.

If you ever wish to stop hearing from us, or to change the communications you receive from the hospice you can do so at any time, by getting in touch with us.

How we handle your information and other organisations

St Barnabas House and Chestnut Tree House will not share, rent or sell your personal information to other organisations for use by them in their own marketing activities.

However, where you have given us permission to contact you, we may use external service providers to do this on our behalf. An external service provider may, for example, include a fundraising agency calling on our behalf. We may ask external service providers to carry out tracking and analysis on our behalf as described in our Cookies Policy.

Where we use an external service provider to act on our behalf, we will disclose only the personal information necessary to deliver the service and will have a contract in place that requires the provider to comply with our data protection and information security requirements.

We may disclose your personal information to third parties if we are under a duty to disclose or share your personal data in order to comply with any legal obligation; or in order to enforce or apply our terms of use for this website or other agreements; to protect the rights, property or safety of St Barnabas House and Chestnut Tree House, our donors or others. This includes exchanging information with other companies and organisations for the purposes of fraud detection and protection.

Fundraising and wealth profiling

At the hospices we are extremely grateful for donations of any size. Approximately 85% of our income comes from our wonderful community of supporters; from bake sales, to participation in fundraising events, gifts to our appeals, or in memory of loved ones, gifts from companies or Trusts and Foundations, and gifts in Wills. All of this support enables us to keep going and to keep providing the support we deliver for families in our area. Some people are in the fortunate position of being able to make large gifts and are kind enough to consider doing so. It is important for us to be able to identify which of our supporters might be able to help in this way and to develop a personal relationship with them in a way which suits the supporter.

One of the most effective ways of identifying people who may have the means to support us with larger donations, is to build a profile of supporters by using the information they have

given us and adding publicly available information to this (such as information from Companies House or news sites), to help us make relevant tailored fundraising proposals to these individuals. We would then establish whether these supporters would like to meet with us and if so thank them for their support and talk to them about their preferences for the ongoing relationship with the hospice and opportunities to support our work which may interest them.

In order to identify which people might benefit from this personal approach, we may screen our fundraising database. This process would start with a large number of supporter records – including yours potentially – and would result in a few hundred people with whom we would try and arrange a meeting.

We believe that supporting the hospice is rewarding for donors and that it is important that we make people aware of opportunities to help fund the work of the hospice. Acknowledging the benefit to both supporters and the hospices of such philanthropic relationships we are proud to ask for larger sums in the right way, and at the right time, from those who we identify and who then indicate that they may wish to help us with big gifts.

If you would rather we did not use your personal data in any wealth profiling exercise we may undertake in the future, please contact us.

How we handle direct debit or credit card information

St Barnabas House and Chestnut Tree House will ensure that when collecting sensitive information over the internet, such as debit cards, credit cards or personal information, this is done so securely. We and our partners use TLS (Transport Level Security) to encrypt data sent between the customer and us or our partners.

St Barnabas House and Chestnut Tree House are PCI compliant and we use external Payment Card Industry (PCI) compliant providers to collect this data on our behalf. We do not store PCI data on our own systems.

To protect yourself when sending us sensitive information, please ensure that you use devices running supported operating systems that are regularly patched, and incorporate some form of malware protection. Only connect your devices to networks that you trust.

Retention periods for data

We keep your personal information only for as long as it is necessary, and for compliance purposes (for example we are required to keep details of donations made under the gift aid scheme for 6 years after the tax year in which they were made). Where your information is no longer relevant or required, we will ensure it is disposed of in a secure manner.

Training and standards

We will train our staff to ensure that they know how to manage your information appropriately and in line with regulations.

We pass information to trusted partners to do some specialist processing work (e.g. direct debit bureaux to process financial donations, mailing houses to print and post out fundraising appeals). All these companies comply with Data Protection laws.

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