

## **Privacy Notice**

Willow Wood Hospice is committed to protecting your privacy and any data or details you provide.

When you provide, or we collect, information by which you can be identified, it will only be used in accordance with this policy and all applicable current laws concerning Data Protection and Information Governance of personal information.

By using our website, supporting or volunteering for us, or providing us with any personal data, you consent to our collection, use and disclosure of the information you provide in the ways set out in this policy.

We may change this policy from time to time to ensure it is up to date and in line with current legislation. You can check our current privacy policy on this page at any time and we recommend you do this periodically.

If you have any enquiries about this, please contact:

Our Data Controller on - 0161 330 1100

Or you can email – [admin@willowwood.info](mailto:admin@willowwood.info)

### **What information we may collect about you?**

By providing us with your details when you contact us, e.g. by making a donation, we may collect your contact details such as postal & email addresses, telephone/mobile numbers, credit card or debit card numbers.

We will only collect personal data that is relevant to the carrying out of our charitable purposes through our activities, operations and administration.

We might collect this information from you in person, over the phone, by post, email, SMS or through our website or social media pages.

### **How this information is stored?**

We hold data on a secure database. If you have provided information on paper it is either transferred to the electronic database or, where we need to retain it (e.g. a gift aid declaration for auditing purposes) it is stored securely.

All online payments are processed through a secure payments provider and we do not have access to your credit card or payment details.

We do not store any physically submitted debit/credit card details and destroy or obscure these as soon as your payment or donation is processed.

### **How long do we keep your data?**

Where there is a legal precedent to do so, we will not keep your details for any less time than required e.g. Gift Aid declaration. General details on Donors and Supporters may be kept for up to 20 years to allow a full history and analysis of supporter behaviour and Gifts in Wills to be undertaken.

The fact we may keep an individual's details on record does not mean this data will be used in any way other than for our own analysis. Any contact preference provided by an individual will always be

honoured in accordance with current legislation irrespective of how long they have been on our database.

### **Access to your personal information**

You have the right to request a copy of any information we hold about you and to have that information amended if it is incorrect.

To make a request for any information we hold about you, please email with the subject matter "Subject Access Request" to [karen.vallantine@willowwood.info](mailto:karen.vallantine@willowwood.info) or write to: Willow Wood Hospice, Willow Wood Close, Ashton Under Lyne, OL6 6SL.

For enquiries about general marketing mailing list preferences, contact our "Database & Fundraising Administrator" on 0161 330 7788 or email [fundraising@willowwood.info](mailto:fundraising@willowwood.info)

Fees may apply.

### **Whether we disclose this information to anyone else**

We have never and will never sell your data or share it with another company or charity for marketing purposes. We keep your data safe and only share it when we are required to by law or we are using other companies' services - for example with the mailing house who send out our Christmas Raffle or with a data cleansing company to ensure the information we hold is up to date. Any company whose services we use in this way are required to treat your data as carefully as we do and use it only in the course of the work they are doing for us. We always use secure encryption when your data is transferred to them.

The use of data sent to such agencies is protected by written contractual provisions between Willow Wood Hospice and that agency.

### **Your marketing choices regarding the information you provide to us**

We may contact our supporters by post, email, telephone and SMS (text) to keep them updated with news from the hospice, how we spend their donations and upcoming fundraising activities, events and appeals.

If you would like to choose how you receive these notifications, or opt out totally, please visit <https://willowwood.info/contact-us/make-your-mark> or contact us on 0161 330 1100.

### **Medical data collection and use**

From a medical perspective, please see the separate 'How we use your personal information', which can be downloaded here.

### **How we use cookies on our website**

To enhance your experience on our website, some of our web pages use "cookies". Cookies are small text files that we place in your computer's browser to store your preferences. Cookies, by themselves, do not tell us your email address or other personal information unless you choose to provide this information to us by, for example, registering on our website or purchasing events tickets or products. Once you choose to provide a web page with personal information, this information may be linked to the data stored in the cookie. A cookie is like an identification card. It is unique to your computer and can only be read by the server that gave it to you.

We use cookies to understand site usage and to improve the content and offerings on our website. For example, we may use cookies to personalise your experience on our web pages (e.g. to recognise you by name when you return to our site).

Cookies save you time as they help us to remember who you are. Cookies help us to be more efficient. We can learn about what content is important to you and what is not. We can revise or remove web pages that are not of interest and focus our energies on content you want.

If you want to control which cookies you accept, you can configure your browser to accept all cookies or to alert you every time a cookie is offered by a website's server. Most browsers automatically accept cookies. You can set your browser option so that you will not receive cookies and you can also delete existing cookies from your browser. You may find that some parts of the site will not function properly if you have refused cookies.

Please be aware that if you do not configure your browser you will accept cookies provided by this website.

### **Other websites**

This Privacy Notice only relates to information that we obtain from you. If you visit a website operated by a third party through a link included on our website your information may be used differently by the operator of the linked website. You are advised to read their Privacy Notice.