



Privacy Policy

The Royal Free Charity is committed to protecting your privacy.

This policy is written in accordance with the General Data Protection Regulation EY 2016/679 and the Data Protection Act 2018 and it describes how the Royal Free Charity collects and uses personal information given directly or indirectly by people who visit our website. The Royal Free Charity is registered under the Act as a Data Controller under number Z9381951. If you have any questions about it, please contact our Data Protection Lead by email at rf.charityinfo@nhs.net or by post at Royal Free Charity, Pond Street, London NW3 2QG.

This Privacy Policy applies to the activities of the Royal Free Charity including data submitted through its website (royalfreecharity.org), the 'Website' and when you continue using this Website you are agreeing to the processing of your personal information in accordance with this privacy policy.

Introduction

The Royal Free Charity promises to keep safe and show proper consideration for any personal data you share with us. We endeavor to be clear when we collect any data from you and will not do anything with your data that you would not reasonably expect. In this document we describe what we will and will not do with your information.

This policy includes:

1. What personal information we collect
2. How we use your information
3. How we collect your information
4. How we share your information
5. How we keep your data safe and who has access to it
6. Accessing and updating of your information
7. Changes to this Policy

1. What personal information we collect

(a) Personal information you provide to us

We collect personal information from you when you ask about our activities, order products and services from us (such as publications and email newsletters), make a donation to us, fundraise on our behalf, or otherwise give us personal information, for example when applying for a volunteer placement.

The personal information will therefore depend on why you are engaging with us. It can include information such as your name, date of birth, email address, postal address, telephone number and credit/debit card details.

When appropriate we may also ask for:

- Information about your health or personal circumstances (for example, when requesting information about our services or if you wish to take part in a high risk event). For example, this type of data will be necessary when accessing the services of the Recreation Club or the Support Hubs.
- Why you are supporting us. We do not make this question mandatory and only want you to answer it if you are happy doing so.

(b) Extra personal information we generate – analysis of your personal information

We may analyse the personal information you provide to us - for example your postcode and history of donations and support - to add extra personal information about your possible interests and preferences. We do this so that we can contact you with information that we believe will be most relevant to you.

We believe this analysis is necessary for our interests of raising donations to support the beneficiaries of the Royal Free Charity, and that it will not cause undue harm to your privacy. We believe this because:

- the personal information about you has been provided by you, or otherwise generated by your engagement with the Royal Free Charity;
- we have made you aware that we use your personal information in this way at the point you first provided your personal information to us, and
- we directed you to the further detail contained in this Policy should you wish to learn more about how we use your personal information.

(c) Personal information we may also obtain – initial research data

In a limited number of cases when we are planning a special fundraising project (around once a year), we may also obtain personal information about you – initial research data. When we say ‘special fundraising project’ we mean one that will require large donations in order to secure the funding needed to deliver the project. We will obtain data from the following public sources such as the Sunday Times Rich List, LinkedIn and Charity Commission. We may use other public sources that are identified as sources of accurate and reliable information.

We obtain this personal information so we can consider your likely interests, preferences and the level of potential support you might provide to the Royal Free Charity. The information also enables us to consider whether to try and learn more about you before contacting you about these specific fundraising projects.

We believe our collection and use of this public personal information about you is necessary for our interests of raising donations to support the special projects of the Royal Free Charity, and that it will not cause undue harm to your privacy. We believe this because

- the personal information about you is publicly available from legitimate sources;
- it is limited to the sources outlined above;
- we have made you aware that we undertake this level of research at the point you first provided your personal information to us, and
- we directed you to the further detail contained in this Policy should you wish to learn more about what we information we collect and why we do this.

2. How we use your information

We will use your personal information to:

- Administer your donation or support your fundraising efforts, including the claim of Gift Aid on your donations (as requested by HMRC).
- Record your involvement with us.
- Let you know about changes to our services or policies.
- Manage your marketing preferences.
- Send you communications about our work and how you can help us, for example, information about our fundraising activities, volunteering and campaigns. We will make these approaches and requests based on our legitimate interests as we need to raise funds and consider it necessary to publicise our work in order to meet our charitable objectives. None of these activities will be carried out more than 2-3 times a year, and therefore we believe that we will not prejudice your rights and freedoms as an individual. Of course, you will be able to let us know at any time your preferences about how we communicate with you (please see section 9.1 below).
- Provide any information you have requested from us, and direct you to any services that may be relevant.
- Investigate and respond to complaints, legal claims or other issues.
- Support us with specific fundraising projects - whether helping us financially, or with other support such as getting involved in our activities.
- for other purposes – but we will notify you about this, and more importantly, obtain your consent.
- to detect and reduce fraud and credit risk.

To understand how we use information about the communications devices you use, such as IP address (the location of the computer on the internet) and cookies, please see 'How we use cookies'.

3. How we collect your information

We collect information about you in the following ways:

Directly:

- you may give us your information when you sign up for one of our events, make a donation or communicate with us.

Indirectly:

- your information may be shared with us by fundraising sites like JustGiving or Virgin Money Giving or by event organisers such as the London Marathon. These independent third parties will only do this when you have specified that you wish to support the Royal Free Charity and with your clear consent. You should check their privacy policy when you provide your information to understand how they will process your data.
- from referrals by Trustees and staff members.
- from public sources of personal information; please see the sections above for more detail.
- from other online accounts: depending on your settings or the privacy policies for other online services like Facebook or Twitter, you might give us permission to access information from those accounts or services. The information we get from those online services depends on your personal settings, and therefore it is recommended that you check them regularly.

4. How we share your information

We will not sell your details to any third parties, but we may sometimes share your information with our trusted service providers who are authorised to act on our behalf, our trading companies, and associated organisations who work on our behalf. For example, we may share your information with other organisations to which we refer you in order to ensure that your needs have been assessed accurately and that the appropriate information and support is provided.

If you take part in our lotteries or raffles, your information will also be processed by our service providers who administer and run these on our behalf.

In addition, from time to time we may exchange your personal information with other organisations for the purposes of fraud and credit risk reduction. We may also share information with our financial and legal advisers for the purposes of obtaining advice and protecting our legal rights.

The Royal Free Charity is responsible for collecting your personal information. We use rigorous procedures and strict security features when we collect your personal information in order to prevent unauthorised access. However, as no data transmission over the Internet is 100% secure and although we try to protect your personal information, the Royal Free Charity cannot guarantee the security of any information you transmit to us and you do so at your own risk.

5. How we keep your data safe and who has access

We have appropriate technical controls in place to protect your personal details (for example our online forms are always encrypted and our network is protected and routinely monitored).

Regular reviews are carried out to establish who has access to information that we hold. This ensures that your information is only accessible by appropriately trained staff, volunteers and contractors.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

6. Links

The Royal Free Charity website may include links to other sites, not owned or managed by us. We cannot be held responsible for the privacy of information collected by websites not managed by us.

7. How we use cookies

The Royal Free Charity, like most websites, uses cookies to give you a more personalised web service and to provide information to the owners of the site.

Cookies mean that a website will remember you. Cookies are small text files that sites transfer to your computer (or phone or tablet) to make interacting with a website faster and easier.

We use cookies on the website for our own internal purposes, to track how users navigate through the website and therefore how to improve our online services.

The information gathered from cookies help us to: review how our website is being used and therefore help us to improve our website and online services; simplify your ability to navigate through the website; personalise and improve the service offered to you by understanding your preferences and establishing which areas of the website are most relevant to you; know if the website is operating effectively.

In addition, the type of device you are using to access our website and the settings on that device may provide us with information about your device, including its type, what specific device you have, what operating system you use, the device settings, and why a crash may have happened. The operating system provider or the manufacturer of the device will have more details about what information your device makes available to us.

8. Aged 16 or under

If you are aged 16 or under, you must get your parent/guardian's permission before you provide any personal information on our Website.

9. Accessing and updating your personal information

You can request access to any information we hold about you by contacting us at the above address. Equally, please let us know of any changes at the above address.

If you wish to access your information, i.e. making a subject access request, please send a description of the information you want and also send proof of your identity by post to the address above. Please note that we do not accept these requests by e-mail, but you can e-mail us at rf.charityinfo@nhs.net if you have any questions.

9.1. How to request changes to your contact preferences

Please can let us know if you would like to change the way in which we communicate with you, for example requesting not to receive newsletters or fundraising appeals. You could send an email to rf.charityinfo@nhs.net, call us on 020 7472 6677, or write to our Data Protection Lead at Royal Free Charity, Pond Street, London NW3 2QG.

10. Changes to this policy

We may change this Privacy Policy from time to time so please check back periodically. If we were to make significant changes to the policy, we will highlight this clearly in our website or we would contact you directly.

This policy was last updated May 2018.

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