

## **Privacy Notice**

At The Luton and Dunstable Hospital Charitable Fund, we are committed to protecting and respecting your privacy.

This notice explains when and why we collect personal information about people who visit our website or contact us, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

Any questions regarding this notice and our privacy practices should be sent by email to [fundraising@ldh.nhs.uk](mailto:fundraising@ldh.nhs.uk)

### **Who are we?**

We're The Luton and Dunstable Hospital Charitable Fund, registered charity in England and Wales (no. 1058704). The registered address is The Chief Executive Office, Trust Offices, The Luton and Dunstable Hospital, Lewsey Road, Luton, Bedfordshire, LU4 0DZ.

### **How do we collect information from you?**

We obtain information about you when you use our website, email, phone or write to us, for example, when you contact us about products and services, to make a donation, to book an event or if you register to receive one of our newsletters.

### **What type of information is collected from you?**

The personal information we collect might include your name, address, email address. If you make a donation or purchase a product from us, your credit/debit card information is not held by us, it is collected by our third party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions, as explained below.

### **How is your information used?**

We may use your information to:

- process a donation that you have made;
- process orders that you have submitted;
- to carry out our obligations arising from any contracts entered into by you and us; dealing with entries into a competition;
- seek your views or comments on the services we provide; notify you of changes to our services; send you communications which you have requested and that may be of interest to you.
- These may include information about campaigns, appeals, other fundraising activities, promotions of our associated companies goods and services; process a grant or volunteer application.

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example the collection of taxation payments related Gift Aid). We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

### **Who has access to your information?**

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

**Third Party Service Providers working on our behalf:** We may pass your information to our third party service providers, agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to process donations and send you mailings). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties beyond the The Luton and Dunstable Hospital for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

**Third Party Product Providers we work in association with:** When you are using our JustGiving, Virgin Money donation pages or making a payment over the telephone, your donation is processed by a third party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please contact us.

We may transfer your personal information to a third party if we're under a duty to do so in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our supporters and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

### **Your choices**

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about the vital work we do for our patients and our exciting appeals, then you can select your choices by ticking the relevant boxes situated on the form on which we collect your information (keep in touch form).

We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted. You can change your marketing preferences at any time by contacting us by email: [fundraising@ldh.nhs.uk](mailto:fundraising@ldh.nhs.uk) or telephone on 01582 718289.

### **How you can access and update your information**

The accuracy of your information is important to us. We're working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or any of the other information we hold is inaccurate or out of date, please email us at: [fundraising@ldh.nhs.uk](mailto:fundraising@ldh.nhs.uk), or write to us at: Fundraising, The Luton and Dunstable Hospital, Lewsey Road, Luton, Bedfordshire, LU4 0DZ. Alternatively, you can telephone 01582 718289.

You have the right to ask for a copy of the information The Luton and Dunstable Hospital Charitable Fund hold about you.

### **Security precautions in place to protect the loss, misuse or alteration of your information**

When you give us personal information, we take steps to ensure that it's treated securely. Any sensitive information (such as credit or debit card details) is encrypted and protected.

Once we receive your information, we make our best effort to ensure its security on our systems, using the Harlequin database system, which is securely located within the hospitals IT network and servers.

### **Profiling**

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of additional information about you when it is available from external sources to help us do this effectively. We may also use your personal information to detect and reduce fraud and credit risk.

### **Age 16 or Under**

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.