

## Your Privacy & this Privacy Policy

Your privacy is important to us. This document provides important information about how and why we use your data and how we treat it.

If you choose to provide us with your data we will treat it with respect. If you chose not to give us your information we may not be able to provide you with the service you require.

### This policy explains:

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### Recent updates

We have updated our policy in line with the General Data Protection Regulation (GDPR) and the UK Data Protection Act 2018, which came into practice in May 2018. Our full policy with regard to data privacy is described in this document, however here is a quick summary of the main changes:

- Detailed how and why we collect your data
- Described which legal basis' we rely on to process your data
- Explained your rights
- We have made it easy for you to let us know if you would like to change the way we process, store and use your data and the details can be found in the 'contact us' section of this document.

This policy was last updated on 25<sup>th</sup> February 2019.

## Who are we?

Leeds Cares is a charity registered in England and Wales under sections 67 and 69 of the Charities Act 2011 (Registration Number 1170369) (“we,” “our,” “us” “the Charity”) are the data controller in respect of the personal information which we hold about you.

Leeds Cares is the philanthropic charity partner of Leeds Teaching Hospitals Trust, dedicated to supporting and enhancing the highest standards of healthcare and patient and family wellbeing and experience in the wider community.

We include a number of Linked Charities. Linked Charities share one set of accounts, share a charity number, have the same trustees and are connected because of the service they provide. With the exception of Day One (see below) all our other Linked Charities are covered by this Privacy Policy.

## Who are our linked charities?

This section lists the names of the linked charity and its purpose. Further details regarding our linked charities can be found in our Annual Report.

**Day One:** For the benefit of patients of Leeds Teaching Hospitals, and/or the wider National Health Service, and/or the National Health Service in wales, and/or the National Health Service in Northern Ireland, who have suffered a major trauma, to limit the impact of major trauma and to help patients regain the best quality of life in particular (but not exclusively) through: research into and teaching new methods of surgery and recovery; care for/education of patients and families; purchase of equipment for the care of patients; rehabilitation support; and supporting staff through training and education.

Day One is the is the only linked charity which has its own Privacy Policy which can be found [here](#). The charities listed below are covered under this policy.

**Leeds Chest Clinic General Purpose Charity:** For any charitable purpose or purposes relating to the National Health Service and in particular, but without any limitation, for the services provided by the Leeds Chest Clinic.

**Inflammation Group Fund:** For any charitable purpose or purposes relating to the rheumatology and arthritis services at Leeds Teaching Hospitals within the National Health Service.

**Leeds Children's Hospital Charity (formerly Leeds Children's Hospital Appeal):** To enhance the care and treatment of children in Leeds Children's Hospital and to provide equipment for Leeds Children's Hospital.

**Breast Cancer Research Action Group:** To fund research into breast cancer and the purchase of equipment for the treatment of breast cancer.

**Leeds Little Livers - Transplant Games Trust Fund:** To support child transplant patients to participate in Transplant Games and events.

**Rays of Hope:** To fund and support research into cancer conditions of the liver.

**Elsie May Sykes:** The income shall be applied for the purchase of medical equipment or to further medical research (but excluding research relating to the transplantation of human organs, human egg cells or human embryos and excluding medical research involving the vivisection of animals) for which no exchequer funds are available for the benefit of the hospitals.

**Jeremy Neil Allen:** For the purpose of paediatric oncology research and/or at the absolute discretion of the Trustee for paediatric service (including research) and/or for any other part of Leeds Teaching Hospitals within the National Health Service for the purpose of paediatrics and/or oncology (including research).

## When do we collect information?

### When you give it to us directly

For example, when you:

- Communicate with us
- Make a donation
- Raise funds through participation at an event
- Apply to work with us; as a volunteer, a trustee or an employee. Or externally as a consultant or sole trader
- Sign up on our website to receive newsletters
- Pledge to remember us in your will
- Receive care from us and offer your stories to support others and to encourage support of Leeds Care

### And indirectly

We might gather personal information about you from third parties or publicly available sources.

For example:

- Fundraising websites such as JustGiving and VirginMoney
- Event organisers

- Registers to enable us to keep your data up to date such as Royal Mails National Change of Address (NCOA), the National Deceased Register, The Bereavement Register and the National Deceased Register
- Sub-contractors in technical, payment and delivery services
- Information in the public domain such as Companies House, the electoral roll, press reports and social media (such as LinkedIn, Facebook) depending upon your settings or the privacy policies of these services.
- In signing up for a service you may have agreed to your data being passed to us or organisations such as ours; we will always check the privacy notice of these organisations to ensure that we are entitled to use the information.
- You may notify us directly of a legacy due to us, however, we use a probate search company, Smee & Ford, who conduct searches of grants of probate from courts in England and notify us of any potential legacies.
- When you visit this website

When you interact with our digital platforms, we do not automatically capture or store personal data from our visitors, but we may automatically capture other information about your visit. This is to help us better understand how supporters use our digital platforms to enable us to create better content and more relevant communications:

how you have reached our digital platform and the internet protocol (IP) address you have used

- your browser type, versions and plug-ins, and your operating system
- your journey through our digital platform, including which links you click on and any searches you made, how long you stayed on a page, and other page interaction information
- which videos you have watched and for how long
- what content you like or share
- which adverts you saw and responded to
- which pop up or push messages you might have seen and responded to
- demographic information such as geographical location and gender if available
- information collected in any forms you complete

We may also analyse which marketing activity led to your taking specific action on our digital platforms (e.g. following our Twitter page).

## Cookies

In common with many other website operators, we use standard technology called 'cookies' on our website. Cookies are small pieces of information that are stored by your browser on your computer's hard drive and they are used to record how you navigate this website on each visit.

See our [cookies policy](#) for more information.

## Third party links

Please note that our Websites and other digital platforms may contain links to third party websites/digital platforms which are provided for your convenience.

Leeds Cares is only responsible for the privacy practices of our own Websites and digital platforms. We recommend that you refer to the privacy policy of each website/digital platform you visit.

## What information do we collect?

We may collect, store and use the following types of information about you depending on the level and type of interaction that you have with us:

- Your name, address, phone number, mobile number, email address and your communication preferences.
- We do collect your date of birth but only where it is necessary to fulfil the product or service you have requested.
- Financial information such as bank details and credit/debit card information where they have been provided in order to make a payment. We will retain bank details where a standing order or direct debit has been set up. We do not receive your credit card details when you pay via our website. When you donate via phone call to our fundraising team your credit card details are entered directly into the card machine and are not recorded by us.
- Information automatically gathered when you access our website (see 'When you visit this website' above)
- Details of how you have interacted with us, for example purchasing Christmas Cards or enquiring about the Leeds Cares Big Purple Walk.
- Your tax status for the purposes of claiming gift aid against your donations.
- Details which enable us to assess your suitability for interview for a post (employee, volunteer or trustee).

## Do we collect Special Category Data?

This is personal data which the GDPR states as being more sensitive and therefore requires more protection. Examples of special category data are; information about your health, religious beliefs, race, ethnicity, sexual orientation, and political opinions.

We do collect special category data when we are required to do so, for example:

- When you have provided your consent to use your stories and images to provide support to others and promote the work of the charity.
- When applying to work with us to enable us to monitor equal opportunities within Leeds Cares and to ensure suitability for the role for which you are applying.
- For specific purposes to ensure your safety such as visiting our premises or undertaking a challenge event on our behalf
- Or when you have provided us with your consent to collect and use this information

## What do we use your information for?

We process and use your personal information for a number of activities:

- To provide you with the products and/or services you have requested of us
- Keep you informed about our work, products and services
- Managing your communications preferences and consents
- Enable you to purchase goods and enable us to process donations and claim gift aid.
- Informing you of ways you can help including asking for financial and non-financial support
- Sending you materials about fundraising, campaigning and events.
- Understand your relationship with us.
- Register and administer challenge and/or community events you undertake on our behalf.
- Event invitations
- Analysis to understand how we can improve our services, products or information as well as sending you tailored communications and displaying relevant adverts.
- Analysis to ensure communications are appropriate to the recipients to ensure maximum cost effectiveness
- In some circumstances we may analyse the information we collect about you to create a profile of your likely interests and ability to support us, including potential giving level,

influence or legacy you may be able to leave. This is collected from publicly available sources.

- Prevent fraud, misuse of services or money laundering and perform due diligence where required.
- Process your application for a role with us as an employee, trustee or volunteer
- Financial management and audit of our accounts

Please click the links below to access additional information on how we use your information based upon how you interact with us ([Appendix A – Data Subject Context](#)):

- [When you donate or fundraise for us](#)
- [When you sign-up for our newsletter](#)
- [If you are a Fund Advisor](#)
- [When you apply to be a Trustee/Become a Trustee](#)
- [When you provide us with your stories and images \(video, stills, audio recordings\)](#)
- [When you work with us as a consultant or sole trader](#)
- [When you apply for an employment or voluntary position](#)
- [When you work with us to execute a will \(as an executor, associated charity or beneficiary\)](#)

## Do We Share Your Personal Information?

Unless stated otherwise, your personal information will be kept secure within Leeds Cares using appropriate technical controls to protect your details. We will not sell, trade or lease your personal information to others.

The following third parties may have access to your personal information and, in some circumstances, your special category data (if applicable), for the purposes noted below:

- We will share your details with our linked charities so that they can send you the communications you have requested from them.
- Any other person who is authorised to act on your behalf;
- Regulators, government departments, law enforcement authorities, tax authorities and insurance companies;
- Any relevant dispute resolution body or the courts;
- We may need to disclose your details, if required, to the police, regulatory bodies or legal advisors, to comply with our legal obligations.
- We may share your details with our service providers who assist us with fundraising appeals, response handling and newsletters on our behalf.

- If you make a donation to a tribute fund page this data may be collected by a third party to process your donation on our behalf.
- We may share your details with our third-party payment processing provider who assists us in providing payment services for donations and orders from our shop. Our current payment processing providers are JustGiving, Virgin Money, Paypal, Stripe and Instagiv, Worldpay.
- We may share your details with our third-party IT providers, who assist us in providing our systems and databases. Our current IT provider is the Leeds Hospitals NHS Trust and our website provider is Banana Kick Ltd.
- We may share your details with the Leeds Hospitals NHS Trust if you are involved in activities which take place on NHS Trust property, or you volunteer with Leeds Cares on NHS Trust Property.

With the exceptions shown directly below all other data that we collect from you will be stored inside the UK or the European Economic Area (EEA). We will not transfer your personal data outside the EEA or the UK without informing you beforehand and seeking your permission where required.

The exceptions to this are:

- use of a bulk email provider called Mailchimp. This company is based in the US and by using their services we do pass your data to them. We will only pass data relevant to sending you any bulk emails such as our newsletter. We do not use Mailchimp for any one-to-one email communications you have with us.
- an event management platform called Eventbrite to administer event registrations. They are based in the USA and if you sign-up for an event using this platform, your data will be captured there.

Both Eventbrite and Mailchimp are accredited under the EU-US Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the USA. Their privacy notice can be accessed via these links:

- [Eventbrite](#)
- [Mailchimp](#)

## Our lawful basis for processing your data

The GDPR states that organisations must have a lawful basis in order to process personal data. There are 6 lawful basis for processing available within the GDPR,

### Specific consent

Where you have provided your consent to process your data. We will have asked explicitly if we can use your information for specified purposes, for example to send you marketing information via SMS and email.

You have the right to withdraw consent for any purpose at any time. Please see the 'contact us' section later in this policy.

### **Legal obligation**

Where we must comply with a legal or regulatory obligation such as reporting to the Charity Commission, Fundraising Regulator, Information Commissioner or Gambling Commission, or process gift aid.

### **Legitimate interests**

This enables us to process your data where it is in our interest to do so, providing such interests are not overridden by your interests or fundamental rights and freedoms.

We consider our legitimate interest to include administering the charity, communicating with you by phone and post and analysing data to better understand you and others who provide support through time, money and/or voice.

In order to meet our charitable aims we need to undertake processing activities, this will enable us to deliver against our mission, govern our charity and support operational administration. These activities may include

- Recording your communication preferences and consent, including keeping limited data to ensure we don't contact you if you have asked us not to.
- Using data we have collected to analysis and profile our supporter base as long as it does not override your rights and freedoms, in which case we will ask for your consent.
- Administering your donations by sending your bank details to our bank or yours to set up a direct debit
- Keeping records of who our supporters are and what support they have provided to us
- Keeping records up to date and accurate through the use of third-party registers; such as National Change of Address from Royal Mail, the National Deceased Register, The Bereavement Register and the National Deceased Register
- Sharing your data with third party organisations when you have signed up to an event with them (such as the London Marathon)
- Analysing our database of supporters to improve efficiency and effectiveness in marketing communications as well as providing you information we believe will be of interest to you (either directly or through adverts you see online)
- Use of personal information when we are monitoring use of our website for technical information and ability to improve

- Data collected during the recruitment process such as information provided in CV's and notes taken during interview
- To contact you by post or phone (live calling only, no automated messages). Unless you have advised us not to we will contact you with marketing requests such as:
  - Ways you can support through providing your time, money and/or voice
  - Inviting you to events
  - Sending you details of products available for purchase for Leeds Cares

### Research & Profiling

We rely on Legitimate Interest to enable us to run research and profiling activities. We may use profiling and screening techniques to ensure that the communications we send are relevant to you. This allows us to provide an improved experience for our supporters.

When building a profile of our supporters we may analyse geographic and demographic information, as well as your online behaviour and purchase history, to better understand your interests so we can contact you with relevant messages. An example of this would be looking at your location so we can share information about relevant events or volunteering opportunities in your area.

We may profile supporters in terms of financial and practical support. For example, we may keep track of the amount, frequency and value of each person's support with Leeds Cares. This information helps us to ensure communications are relevant and timely.

## How do we secure your data?

We ensure we employ appropriate technical measures to keep your data safe. For example we encrypt our online forms and the network is routinely monitored we use industry standard SSL certificates and are PCI compliant.

The majority of our information technology is provided and serviced by The Leeds Teaching Hospitals NHS Trust and are therefore subject to their policies and security. Leeds Cares and Leeds Teaching Hospitals NHS Trust have a Data Processing Agreement and Sharing to ensure appropriate security and controls are in place to protect the data processed by the NHS Trust on behalf of Leeds Cares.

When we use other external companies to collect or process your data on our behalf, we undertake due diligence before we agree to engage with them and our contracts will include appropriate data security controls.

While we make sure to keep your data safe, no data transmission over the Internet is 100% secure. Unfortunately, this means that we cannot guarantee the security of any information you send us and you do so at your own risk.

## How long do we keep your data for?

Generally, we will not hold your personal information for any longer than is necessary for the uses outlined above, unless we are required to keep your personal data longer to comply with the law and any regulatory requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

## What are your rights?

You have certain rights under the Data Protection Legislation which can be exercised by contacting us at:

Leeds Cares

Ground Floor, Trust Headquarters, St James's University Hospital

Beckett Street, Leeds, LS9 7TF

Phone 0113 206 8620 Email [privacy@leeds-cares.org](mailto:privacy@leeds-cares.org)

Your rights include:

- **Request access** to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- **Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- **Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you

want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

- **Request restriction** of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:
  - If you want us to establish the data's accuracy.
  - Where our use of the data is unlawful but you do not want us to erase it.
  - Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
  - You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- **Request the transfer** of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- **Withdraw consent** at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

Further details about your rights can be found on the ICO's website at <https://ico.org.uk/>. There are some exemptions to the above rights that are permitted under the data protection legislation. If you have any queries as to what these are then please get in touch.

Please note that if you choose to exercise your rights to have personal data restricted or deleted, then we may not be able to provide you with a full service.

We will need you to provide identification in order to comply with your request to exercise your rights. Once we have received your information request, and your identification, we will respond within the required timescales unless a permitted exemption applies.

## Changes to this Privacy Policy

We may change this Privacy Policy at any time, so please check this page regularly to ensure that you are happy with any changes that may have been made. Any significant changes will be notified to you.

## Contact Us

If you have any questions regarding this Privacy Policy you can contact us at:

Leeds Cares

Ground Floor, Trust Headquarters, St James's University Hospital

Beckett Street, Leeds LS9 7TF

Email [privacy@leeds-cares.org](mailto:privacy@leeds-cares.org)

If you are unhappy with how we handle your personal information, you can contact us at

Leeds Cares

Ground Floor, Trust Headquarters, St James's University Hospital

Beckett Street, Leeds, LS9 7TF

Phone 0113 206 8620 Email [privacy@leeds-cares.org](mailto:privacy@leeds-cares.org)

and / or notify the Information Commissioner's Office (ICO) by calling their helpline on: 0303 123 1113 or by writing to them at:-

Information Commissioner's Office, Wycliffe House

Water Lane, Wilmslow, Cheshire, SK9 5AF

## Key Terms

**Personal information** is information that can be used to identify or contact a specific individual, such as a name, address, telephone number, email address, etc., and also online identifiers and location data such as IP addresses and mobile device IDs.

**Special category data** means personal data revealing your racial or ethnic origin; political opinions; religious or philosophical beliefs; or trade union membership; and genetic data; biometric data; data related to your health or data concerning your sex life or sexual orientation; and criminal convictions or involvement in criminal proceedings.

A **controller** is someone who decides why personal data is to be collected and how it will be used and treated.

A **processor** is someone who processes personal data on behalf of the Controller and in accordance with the Controller's instructions.

**Websites** means the whole of any part of the website controlled or operated by Leeds Cares and located at <http://leeds-cares.org>; <http://www.yorkshirecancercentre.org.uk/>; <http://dayone.uk.com/>; and <https://www.ybrc.org.uk/>

## Appendix A: Privacy Notice Data Subject Context

### Reasons for collecting and your data

This section of the Privacy Policy pulls together information found in the main body of the Notice and arranges it relevant to the context of your relationship/interaction with us. It should be read in conjunction with the main privacy notice document.

### When you donate or fundraise for us

#### *Purpose of processing*

When you donate to us or fundraise for us we collect information, including your personal data so that we can process the income, manage our relationship with you and fulfil our regulatory responsibilities.

#### *What information we need*

We will need enough information to be able to process your donation or fundraising, manage our relationship with you and, if you have registered for gift aid, to meet the requirements of HMRC.

This may include:

- Name, address, phone and email address
- Communication preferences
- Financial information such as bank details and credit/debit card information where they have been provided in order to make a payment. We will retain bank details where a standing order or direct debit has been set up, but we do not store credit/debit card information
- Your tax status for the purposes of claiming gift aid against your donations.
- Details of how you have interacted with us, for example taking part in the Big Purple Walk, raising funds through a coffee morning or donating to a particular appeal
- Details of health/disability where it is required for an event/fundraising activity
- Emergency contact information if attending an event
- Name of deceased family or friend when you donate via Tribute Funds

Where you have organised a funeral collection to be donated to Leeds Cares, your funeral director will pass us your contact details (with your permission only) to allow us to acknowledge your donation and thank you for the support you have given Leeds Cares.

## ***Legal basis and why we need the information***

### Financial Processing

Collecting financial data and processing your bank account details/credit card or other information is required by the contract we have with you (in that you would like to donate to us and we require to process this donation to fulfil your wishes, or to process your entry fee and facilitate registration for events).

This enables us to set up your direct debit or process your card transaction. We do not receive your credit card details when you pay via our website. When you donate via phone call to our fundraising team your credit card details are entered directly into the card machine and are not recorded by us.

### Research & Profiling

We rely on Legitimate Interest to enable us to run research and profiling activities. We may use profiling and screening techniques to ensure that the communications we send are relevant to you. This allows us to provide an improved experience for our supporters. When building a profile of our supporters we may analyse geographic and demographic information, as well as your online behaviour (and purchase history), to better understand your interests so we can contact you with relevant messages. Where our research and profiling would override your rights and freedoms if we were to continue, we will ask for your consent.

An example of this would be looking at your location so we can share information about relevant events or volunteering opportunities in your area.

We may profile supporters in terms of financial and practical support. For example, we may keep track of the amount, frequency and value of each person's support with Leeds Cares. This information helps us to ensure communications are relevant and timely.

### Communications

We would like to contact you about your donation or fundraising activity. We also want our supporters to be the first to know about the latest news from Leeds Cares; this may be through newsletters and information about our goods, services and activities. We communicate through post and email, we may also contact you via the phone or send you a text message (SMS). Our legal basis for communicating with you via post or phone call is our legitimate interest, and we will only send you emails and texts with your explicit consent.

We might communicate with you to:

- share news updates about the work that Leeds Cares is doing
- share updates about Leeds Cares events and fundraising opportunities
- promote Leeds Cares events
- communicate with current and prospective supporters
- raise awareness of Leeds Cares employment vacancies and volunteering opportunities
- promote Leeds Cares fundraising campaigns
- gather and request feedback on Leeds Cares events and fundraising opportunities
- ask you if you would like to donate to Leeds Cares
- task you if you would like to leave a legacy to Leeds Cares in your will

You will have the option to opt out of our marketing communications at any time.

Please note, if you choose to opt-out of receiving marketing communications, we will be unable to keep you informed of news, events or fundraising opportunities that may interest you.

#### Gift Aid

It is a legal requirement placed upon us to collect enough information to personally identify you, this includes your postal address. If this detail is not provided we cannot claim back gift aid on your donation.

#### Special category data

We may also record details of your date of birth, any disability or health needs you may have at the time of booking an event or fundraising activity. Our legal basis is with your consent or based on a contractual requirement (i.e. some events stipulate a certain level of fitness/health to take part). It is also collected to help ensure your comfort and safety.

Please note that where you choose not to provide your health/disability information you may not be able to participate in an event/fundraising activity.

#### Fundraising event support

We would like to assist you with your fundraising activity and/or event by providing you with help and support as well as Leeds Cares branded materials. We would like to keep in contact with you about your ongoing fundraising activity and offer advice and assistance, where applicable. We may also monitor your fundraising and event to ensure that Leeds Cares are able to benefit from your generous donation.

We do this based on our legitimate interests (in supporting your fundraising activity/event on our behalf) and your legitimate interests (in that you would like us to support your fundraising activity/event).

#### Emergency contact information

If you are participating in an event or fundraising activity, we may collect the name and telephone number of an emergency contact should we need to contact your next-of-kin on your behalf. We do this on the basis of your legitimate interest and our legal obligation (to ensure appropriate health and safety at events/fundraising activities). Where you choose not to provide such information, you may not be able to participate.

Please note: it is your responsibility to advise the contact that you are passing their details to us; the information will only be used for this purpose.

For more details regarding the legal basis' for processing data, please see 'Our lawful basis for processing your data' section in the main privacy policy.

### *What we do with the data*

Your personal information will be kept secure within Leeds Cares using appropriate technical controls to protect your details. We will not sell, trade or lease your personal information to others.

We will set up a file on our Customer Relationship Management system using your personal information to record your interaction with us.

When you donate or fundraise for us we may pass your personal data to carefully selected third parties:

- To provide event organisers with your details to enable you to participate the event you have signed up to.
- We will share your details with our linked charities so that they can send you the communications you have requested from them.
- If you have provided us with a gift aid declaration we will pass your data to HMRC for the purposes of claiming gift aid.
- We may share your details with our service providers who assist us with fundraising appeals, response handling and newsletters. For example, print management, postal services and affiliate marketers to call supporters
- We use payment processing providers to assist us in providing payment services for donations and orders from our shop. Our current payment processing providers are JustGiving, Virgin Money, Paypal, Stripe and Instagiv.
- We share your details with our third-party IT providers, who assist us in providing our systems and databases. Our current IT provider is the Leeds Hospitals NHS Trust.

We may share your data with third parties in order to ensure that it is accurate and kept up to date. For example, this may include comparing your details against registers of deceased, Royal Mail 'gone away' and Royal Mail National Change of Address (NCOA) which enables us to append your new address to your record. We may use other or new lists as is appropriate to ensuring the accuracy of the information we hold about you.

If you donate through our Tribute Fund page, the data is collected by a third party called MuchLoved. Their privacy policy can be found [here](#).

We do use a third-party email marketing provider called Mailchimp to process bulk email communications and pass your details to them. They are based in the USA and are accredited under the EU-US Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the USA. Their privacy notice can be found [here](#).

We use an event management platform called Eventbrite to administer event registrations. They are based in the USA and are also accredited under the EU-US Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the USA. Their privacy notice can be found [here](#). We also use Primo Events for registrations for our events, they do not transfer data outside of the EEA, their privacy policy is [here](#).

For the full list of third parties (includes those not required for this 'Processing Purpose'), please see the 'Do We Share Your Personal Information?' section of this policy.

## **Reasons for collecting and processing your data**

This section of the Privacy Policy pulls together information found in the main body of the Notice and arranges it relevant to the context of your relationship/interaction with us. It should be read in conjunction with the main document.

### **When you sign-up for our eNewsletter**

#### ***Purpose of processing***

Our purpose for collecting the information is so that we can provide you with the service for which you are subscribing and let you know about the work we are doing and how you can support Leeds Cares.

#### ***What information we need***

Your name and email address.

#### ***Legal basis and why we need the information***

We need the information in order to send you the eNewsletter. The legal basis we rely on for processing your personal data in this case is your consent.

#### ***What we do with the data***

Your personal information will be kept secure within Leeds Cares using appropriate technical controls to protect your details. We will not sell, trade or lease your personal information to others.

We share your details with our third-party IT providers, who assist us in providing our systems and databases. Our current IT provider is the Leeds Hospitals NHS Trust.

We do use a third-party email marketing provider called Mailchimp to process bulk email communications and pass your details to them. They are based in the USA and are accredited under the EU-US Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the USA. Their privacy notice can be found [here](#).

We will set up a file on our Customer Relationship Management system using your personal information to record your interaction with us. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our eNewsletter.

For the full list of third parties (includes those not required for this 'Processing Purpose'), please see the 'Do We Share Your Personal Information?' section of this policy

## **Reasons for collecting and processing your data**

This section of the Privacy Policy pulls together information found in the main body of the Notice and arranges it relevant to the context of your relationship/interaction with us. It should be read in conjunction with the main document.

### **If you are a Fund Advisor**

#### ***Purpose of processing***

We will collect and process your data to contact you in relation to the fund that you are an advisor of and to fulfil our regulatory responsibilities.

#### ***What information we need***

We need to collect:

- Name
- Work address
- Work email address
- Work telephone number

We will allocate an assignment number and retain that with your Fund Advisor files.

#### ***Legal basis and why we need the information***

We collect and process the information on the basis of a contractual obligation. If you choose not to provide this information, you may not be able to be a fund advisor.

#### ***What we do with the data***

Your personal information will be kept secure within Leeds Cares using appropriate technical controls to protect your details. We will not sell, trade or lease your personal information to others.

We will retain the data on restricted access IT systems. We share your details with our third-party IT providers, who assist us in providing our systems and databases. Our current IT provider is the Leeds Hospitals NHS Trust.

As the funds will benefit the NHS Trust we also share the information with them.

The data that we collect from you will be stored inside the UK or the European Economic Area (EEA). We will not transfer your personal data outside the EEA or the UK without informing you beforehand and seeking your permission.

For the full list of third parties (includes those not required for this 'Processing Purpose'), please see the 'Do We Share Your Personal Information?' section of the main policy.

## Reasons for collecting and processing your data

This section of the Privacy Policy pulls together information found in the main body of the Notice and arranges it relevant to the context of your relationship/interaction with us. It should be read in conjunction with the main document.

## When you apply to be a Trustee/Become a Trustee

### *Purpose of processing*

When you apply to be a Trustee we must collect personal data in order to consider you for the position and to communicate with you.

When you become a Trustee, we need to retain that information and also collect additional information so that we may communicate with you, carry out due diligence checks, ensure internal monitoring and reimburse you for any expenses you incur in carrying out the duties required of being a Trustee for Leeds Cares.

### *What information we need*

We will collect the following information

- Name and Address
- Monitoring information: Ethnic Origin, Disability/medical conditions, religious beliefs, sexual orientation (*special category data*)
- Allergies, health problems or support required (*special category data*)
- Details of successful disclosure and barring service check
- Name and phone number of your emergency contact
- The names and contact details of your references
- Details of your skills, qualifications and experience
- Job title
- Date of birth
- Bank account details for the payment of expenses

We will collect further information about you during the interview process and record this as free-text notes collected by the panel.

### *Legal basis and why we need the information*

#### General contact information: Yours, your emergency contact and references

Required to contact you regarding your application and your duties should you become a Trustee, and in the unlikely event that we need to contact your next-of-kin on your behalf. We will contact

references as part of any offer being considered. Our legal basis for processing this data is your legitimate interest (in that you want to be a Trustee of Leeds Cares).

Please note: it is your responsibility to advise the contact/s that you are passing their details to us; the information will only be used for the purpose it was provided.

Your personally identifiable data is also required to run due diligence checks such as with Companies House to ensure you have not been disqualified, this is a legal obligation placed upon us.

### Skills, Qualifications and Experience

We collect this so that we can consider you for the role. We process this on the basis of your legitimate interest (in that you want to be a Trustee of Leeds Cares) and in our legitimate interests (in ensuring that you are suitable for the role).

### Special category data

We will record details of any disability or health needs at the time of your application. We will only collect this information with your consent. It is also to ensure we make reasonable adjustments to accommodate you during your interview and at any subsequent meetings.

Our legal basis for the collection of other special category data (Ethnic Origin, Disability/medical conditions, religious beliefs, sexual orientation) is based on public interest.

### Details of successful disclosure and barring service check

This information is required to be a Trustee. It is necessary to allow us to consider whether you are suitable for the role. Many of our positions involve working with children and/or vulnerable persons. This is a legal obligation placed upon us – if you choose not to provide this information we may not be able to consider you for this role.

For more details regarding the legal basis' for processing data, please see 'Our lawful basis for processing your data' section in this privacy policy.

### ***What we do with the data***

Your personal information will be kept secure within Leeds Cares using appropriate technical controls to protect your details. We will not sell, trade or lease your personal information to others.

On appointment of a Trustee we have a legal obligation to advise the following third-parties:

- NHS Trust
- Fundraising Regulator
- Charity Commission
- Companies House

We will retain the data on restricted access IT systems. We share your details with our third-party IT providers, who assist us in providing our systems and databases. Our current IT provider is the Leeds Hospitals NHS Trust.

The data that we collect from you will be stored inside the UK or the European Economic Area (EEA). We will not transfer your personal data outside the EEA or the UK without informing you beforehand and seeking your permission.

For the full list of third parties (includes those not required for this 'Processing Purpose'), please see the 'Do We Share Your Personal Information?' section of this policy.

## Reasons for collecting and processing your data

This section of the Privacy Policy pulls together information found in the main body of the Notice and arranges it relevant to the context of your relationship/interaction with us. It should be read in conjunction with the main document.

## When you provide us with your stories and images (video, stills, audio recordings)

### *Purpose of processing*

When you agree to let us use your stories, images and audio recordings to provide support to others and to help promote the work of Leeds Cares, we need to process your data in order for us to be able use your material.

### *What information we need*

We require the following:

- Name and address
- Email address
- Phone number
- Details of any disability or health needs (special category data)
- Images/video footage (in part or whole), audio recordings of you.

### *Legal basis and why we need the information*

#### Use of your stories/images/recordings

We will only ever use your stories, images and recordings with your consent. This will be collected using a consent form which describes how your information will be used and gathers your explicit agreement for the use of your images, stories and recordings.

You can withdraw your consent at any time, but if publications have been printed etc Leeds Cares will be unable to withdraw any materials once printed/distributed.

If a third-party ask to use your story/images/recording for their own purposes we will contact you for your consent.

#### Communications

We want our supporters to be the first to know about the latest news from Leeds Cares; this may be through newsletters and information about our goods, services and activities. We communicate through post and email, we may also contact you via the phone or send you a text message (SMS). Our legal basis for communicating with you via post or phone call is our legitimate interest, and we will only send you emails and texts with your explicit consent.

You will have the option to opt out of our marketing communications at any time.

Please note, if you don't choose to receive this information, we will be unable to keep you informed of news, events or fundraising opportunities that may interest you.

### ***What we do with the data***

Your personal information will be kept secure within Leeds Cares using appropriate technical controls to protect your details. We will not sell, trade or lease your personal information to others.

We may pass the data to third-parties to promote the work of Leeds Cares and to publicise your story. These are the types of services/organisations we may employ:

- Magazines
- Publications
- Press/Media
- Billboards
- Advertising agencies
- External PR agencies
- Photographer (supplier)

We will retain the data on restricted access IT systems. We share your details with our third-party IT providers, who assist us in providing our systems and databases. Our current IT provider is the Leeds Hospitals NHS Trust.

Whilst Leeds Cares will not transmit this data outside of the EEA, we will not be able to ensure it does not go outside the area once it reaches the public domain.

For the full list of third parties (includes those not required for this 'Processing Purpose'), please see the 'Do We Share Your Personal Information?' section of this policy.

## **Reasons for collecting and processing your data**

This section of the Privacy Policy pulls together information found in the main body of the Notice and arranges it relevant to the context of your relationship/interaction with us. It should be read in conjunction with the main document.

### **When you work with us as a consultant or sole trader**

#### ***Purpose of processing***

We will need to collect information from you in order to communicate with you about the activities/services you will be providing and to enable us to set up a contractual agreement.

#### ***What information we need***

We will collect:

- Name
- Telephone number
- Email address
- Job title
- Business address
- Bank details
- Where applicable company registration and VAT details

#### ***Legal basis and why we need the information***

We collect and process the information on the basis of a contractual obligation and yours and our legitimate interest (in that you wish to provide a service to Leeds Cares and we would like you to provide it). If you choose not to provide this information, we may not be able to work together.

#### ***What we do with the data***

Your personal information will be kept secure within Leeds Cares using appropriate technical controls to protect your details. We will not sell, trade or lease your personal information to others.

We will retain the data on restricted access IT systems (including network folders, emails and our financial system). We share your details with our third-party IT providers, who assist us in providing our systems and databases. Our current IT provider is the Leeds Hospitals NHS Trust.

The data that we collect from you will be stored inside the UK or the European Economic Area (EEA). We will not transfer your personal data outside the EEA or the UK without informing you beforehand and seeking your permission.

For the full list of third parties (includes those not required for this 'Processing Purpose'), please see the 'Do We Share Your Personal Information?' section of this policy.

## Reasons for collecting and processing your data

This section of the Privacy Policy pulls together information found in the main body of the Notice and arranges it relevant to the context of your relationship/interaction with us. It should be read in conjunction with the main document.

## When you apply for an employment or voluntary position

### *Purpose of processing*

When you apply for a position at Leeds Cares we must collect personal data in order to consider your suitability and to communicate with you.

Should you be successful in your application we will provide you with further information of what data we collect, hold and process for the purposes of your employment/volunteer contract with us.

### *What information we need*

We will collect the following information

- Name
- Address
- Telephone number/s
- Email address
- Details of education and qualifications
- Details of previous employment
- References
- Confirmation of eligibility to work in the UK (evidence may be requested)
- Details of criminal convictions (*special category data*)
- Ethnic origin, religion and beliefs, sexual orientation, disability (*special category data*)
- Allergies, health problems or support we need to be aware of (*special category data*)
- Age
- Gender

We will collect further information about you during the interview process and record this as free-text notes collected by the panel.

### *Legal basis and why we need the information*

#### General contact information

Required to contact you regarding your application and any interview or offer. We will contact references as part of any offer. Our legal basis for processing this data is your legitimate interest (in that you want to be an employee or volunteer with Leeds Cares).

Please note: it is your responsibility to advise the referee that you are passing their details to us; the information will only be used for the purpose it was provided.

### Education, qualifications, employment history

We collect this so that we can consider you for the role. We process this on the basis of your legitimate interest (in that you want to be an employee or volunteer with Leeds Cares) and in our legitimate interests (ensuring that you are suitable for the role).

### Special category data

We will record details of any disability or health needs at the time of your application. We will only collect this information with your consent. It is also to ensure we make reasonable adjustments to accommodate you during your interview and at any subsequent meetings.

Ethnic origin, religion and beliefs, sexual orientation and disability information is collected to enable us to monitor equal opportunities at Leeds Cares; age and gender are also collected for this purpose. This is processed on the basis of Public Interest. This data is retained anonymously.

We ask for information regarding any allergies, health issues or support you require if you are asked to attend an interview. This is based upon our legitimate interests (in ensuring we have made reasonable adjustments to allow you to attend the interview). We only collect this data with your explicit consent.

Details of criminal convictions are required because Leeds Cares are located within the hospital and we have a responsibility safeguard vulnerable people. We also have a duty to comply with NHS employment standard checks.

### Eligibility to work in the UK

We are legally required to confirm this with you. If you fail to provide this information we will be unable to process your application.

For more details regarding the legal basis' for processing data, please see 'Our lawful basis for processing your data' section in this privacy policy.

### ***What we do with the data***

Your personal information will be kept secure within Leeds Cares using appropriate technical controls to protect your details. We will not sell, trade or lease your personal information to others.

We will retain the data on restricted access IT systems. We share your details with our third-party IT providers, who assist us in providing our systems and databases. Our current IT provider is the Leeds Hospitals NHS Trust.

The data that we collect from you will be stored inside the UK or the European Economic Area (EEA). We will not transfer your personal data outside the EEA or the UK without informing you beforehand and seeking your permission.

If you have applied for a position using a third-party recruitment agency or via NHS Jobs platform you should check their privacy notice to understand how they process your data.

For the full list of third parties (includes those not required for this 'Processing Purpose'), please see the 'Do We Share Your Personal Information?' section of this policy.

## Reasons for collecting and processing your data

This section of the Privacy Policy pulls together information found in the main body of the Notice and arranges it relevant to the context of your relationship/interaction with us. It should be read in conjunction with the main document.

## When you work with us to execute a will (as an executor, associated charity or beneficiary)

### *Purpose of processing*

We will need to collect this data to ensure we can communicate with you, understand the wishes of the deceased and to work together to resolve the will.

### *What information we need*

#### Executors (individuals)

- Name
- Address
- Email address
- Phone number
- Details of the deceased and the will information
- Solicitors information (name and address)
- Estate agent information
- Relationship to the deceased

#### Other named charities

- Charity name
- Charity address
- Name of charity representative
- Email address of charity representative
- Telephone number of charity representative
- Position/Job title of charity representative

#### Beneficiaries

- Name
- Address
- Relationship to the deceased

You may notify us directly of a legacy due to us, however, we use a probate search company, Smee & Ford, who conduct searches of grants of probate from courts in England and notify us of any potential legacies. Where we are provided your details by Smee & Ford, we will always notify you of this and provide you with this Privacy Notice within one month. This information is publicly available once probate has been granted.

### ***Legal basis and why we need the information***

We need the details in order to identify you and verify you have authority to administer the estate and to communicate with you in relation to the legacy/donation. Our basis for processing this data is legal obligation (to satisfy the details of the will) and our legitimate interest (in order to process the legacy/donation being gifted to Leeds Cares).

Special category data legal basis is that it is manifestly made public.

Where Leeds Cares are left a legacy along with other charities, we contact the charity representatives to ensure that we co-ordinate our correspondence with the administrator/executor. We therefore collect contact details for you as a charity representative in charge of legacies. We do this on the basis of legitimate interests of Leeds Cares (in collecting legacies left in wills to the charity).

### ***What we do with the data***

Your personal information will be kept secure within Leeds Cares using appropriate technical controls to protect your details. We will not sell, trade or lease your personal information to others.

We may share the data with third-parties in order to assist in the execution of the will; such as:

- Leeds Cares Solicitors
- Legal counsel
- Mediator
- The courts

We will retain the data on restricted access IT systems. We share your details with our third-party IT providers, who assist us in providing our systems and databases. Our current IT provider is the Leeds Hospitals NHS Trust.

We will retain your data for 6 years after the estate has been wound up.

The data that we collect from you will be stored inside the UK or the European Economic Area (EEA). We will not transfer your personal data outside the EEA or the UK without informing you beforehand and seeking your permission.