

## **Privacy Notice Bracken Trust (May 2018)**

At Bracken Trust, we are committed to protecting your personal information and privacy. This Privacy Notice describes how we collect and use personal information. We aim to be clear when we collect your data and not to do anything you wouldn't reasonably expect.

We may make changes to this Privacy Notice from time to time so please check back periodically. We will notify you of significant changes by placing a notice on our website.

This Privacy Notice is not exhaustive and we are always happy to provide any additional information or explanations where needed. Please contact the manager by email, telephone or in writing using these contact details:

In writing: The Manager, Bracken Trust, Cefnlllys Lane, Llandrindod Wells, Powys LD1 5LJ, by telephone on 01597 823646 or by email at [manager@brackentrust.org.uk](mailto:manager@brackentrust.org.uk)

This Privacy Notice applies to all information held by Bracken Trust relating to individuals, whether you are a patient, service user, member of staff, volunteer, supporter or contractor.

### **Bracken Trust**

"Bracken Trust" is a registered charity, (charity no 1059668 and company limited by guarantee (registered company 0320648) whose registered offices are at Cefnlllys Lane, Llandrindod Wells, Powys LD1 5LJ

### **How do we collect personal information?**

In the delivery of its services, The Trust collects personal data from patients, volunteer helpers and members of the Trust who wish to support its charitable objects.

### **What is Personal Data?**

Personal information is any information that can be used to identify you. For example, it can include information such as your name, date of birth, photo or video image or voice recording, email address, postal address, telephone number as well as information relating to your health or personal circumstances.

Data Protection law recognises that certain categories of personal information are more sensitive. This is known as sensitive personal information and covers health information, racial or ethnic origin, religious beliefs or other beliefs of a similar nature, political opinion and trade union membership.

## **What personal information do we collect?**

Personal information we collect about you may include your name, postal address, email address, phone numbers, photo image, date of birth and whether you are a taxpayer so that we can claim Gift Aid.

We do not collect “sensitive personal data” about our supporters unless there is a legitimate reason for this (e.g. if you participate in an event for which we may need to provide support, to ascertain what services are relevant to you or to cater other services and support to you). Before collecting any sensitive personal information about you we will make it clear to you what information we are collecting and the purposes for collecting it.

The Trust processes different types of information:

*Identifiable* – containing details that identify an individual. This may include but is not limited to such information as name, address, NHS number, full postcode, date of birth.

*Aggregated* – statistical information about a group of individuals that has been combined to show general trends or used for benchmarking purposes.

Our records may be held on paper or in electronic computer systems.

## **Legal Obligations to Collect and Use Information**

In the circumstances where we are required to use personal identifiable data we will only do this if:

- The information is necessary for your direct healthcare.
- We have received written consent from you to use your information for a specific purpose.
- There is an overriding public interest in using the information e.g. in order to safeguard an individual or to prevent a serious crime.
- There is a legal requirement that will allow us to use or provide information e.g. a formal Court order or subpoena.
- We have permission to do so from the Secretary of State for Health to use certain confidential patient identifiable information when it is necessary for our work.
- Emergency Planning reasons such as protecting the health and safety of others. Typically, these relate to severe weather, outbreaks of diseases e.g. seasonal flu, and major transport incidents.

## **How do we use personal information?**

How we use your information will largely depend on why you are providing it.

We use the personal information collected from users for a number of purposes, including:

- To give you the information, support, services or products you have requested.
- To gain a full understanding of your situation so we can develop and offer you the best possible personalised care.
- To provide further information about our work, services, activities or products.
- To process donations or payments we have received from you.
- To further our charitable aims, including for fundraising activities.
- To claim Gift Aid on your donations.
- To keep a record of your relationship with us and for internal administrative purposes (such as accounting and records), and to let you know about changes to our services or policies.
- To look into and respond to complaints, legal claims or other issues.
- To register and administer your participation in events for which you have signed up.
- To analyse and improve our work, services, activities, products or information or for our internal records.
- To process your '300 club' membership and ensure compliance.
- To process your application for a job or volunteer role with us.
- We may also use your personal information for other purposes which we specifically notify you about and, where appropriate, obtain your consent.
- We may analyse your data for research purposes to improve our services, or to try to understand your preferences in order to contact you in the most appropriate and relevant way.

### **Direct Marketing**

With your consent, we may use your information to send you communications about our work and how you can help us to help you, for example, information about our developments, volunteering and fundraising activities and how you can donate to us. You can let us know if you would prefer not to receive these communications at any time by emailing [manager@brackentrust.org.uk](mailto:manager@brackentrust.org.uk) or by writing to the manager at Cefnlllys Lane, Llandrindod Wells, Powys LD1 5LJ.

### **Our Commitment to Data Privacy and Confidentiality Issues**

We are committed to protecting your privacy and will only process personal confidential data in accordance with the General Data Protection Regulation (2018), the Common Law Duty of Confidentiality and the Human Rights Act 1998.

Bracken Trust is a Data Controller and under the terms of the General Data Protection Regulation (2018) we are legally responsible for ensuring that all personal confidential data that we collect and use i.e. hold, obtain, record, use or share about you is done in compliance with this legislation.

All identifiable information that we hold about you is held securely and confidentially. We use administrative and technical controls to do this. We use strict controls to ensure that only authorised staff are able to see information that identifies you. Only a limited number of authorised staff have access to information that identifies you where it is appropriate to their role and is strictly on a need-to-know basis.

We will only retain information in accordance with the schedules set out in the Records Management Code of Practice for Health and Social Care 2016. The Trust's Records Management Policy includes guidance around the secure destruction of information in line with the Code of Practice.

## **Your Rights**

The GDPR gives you certain rights over your data and how we use it. These include:

- The right to have inaccurate personal data rectified.
- The right to have personal data blocked, erased or destroyed.
- The right to prevent your data being used for direct marketing.
- The right of access to a copy of the information we hold about you (known as a subject access request).
- You have the right to privacy and to expect Bracken Trust to keep your information confidential and secure.
- You also have a right to request that your confidential information is not used beyond your own care and treatment and to have your objections considered.

If you wish to exercise any of these rights please contact the manager at The Trust in writing using the details below:

The Manager, Bracken Trust, Cefnlllys Lane, Llandrindod Wells, Powys LD1 5LJ. Or email: [manager@brackentrust.org.uk](mailto:manager@brackentrust.org.uk)

For more information about your rights under the GDPR go to the website of the Information Commissioner's Office at <https://ico.org.uk>

## **Complaints**

Bracken Trust aims to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring concerns to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures. Contact details for complaints regarding the processing of information should be directed to the: The Manager, Bracken Trust, Cefnlllys Lane, Llandrindod Wells, Powys LD1 5LJ. Telephone: 01597 823646 Email: [manager@brackentrust.org.uk](mailto:manager@brackentrust.org.uk).