

Privacy Statement

The Royal Berks Charity supports the work of the Royal Berkshire NHS Foundation Trust, raising money for projects that:

- Provide better facilities for patients and visitors
- Buy the most up to date equipment
- Support rebuilding and refurbishment projects
- Improve staff welfare and training

The Royal Berks Charity organises and supports fundraising events throughout the year. Your support of these events and your generous donations helps transform care across the Trust. We are always open to suggestions on how we can raise funds so if you have any ideas please give us a call on 0118 322 6969.

Information collection

We collect information in the following ways:

- Information you give us. For example, when you engage with our social media or message boards, make a donation to us, register for an event or otherwise provide us with personal information. When you register, we'll ask for personal information, like your name, email address and telephone number to store with your account.
- Information we get from your use of our website and services. We collect information about the services you use and how you use them, like when you watch a video on YouTube, visit our websites or view and interact with our ads and content.
- Information from third parties. We may also receive information about you from third parties. This can include information such as your name, postal address, email address, phone number, your geographic location (for mobile devices), credit/debit card details and whether you are a tax payer so that we can claim Gift Aid. We, like all companies, are able to confirm what browser you are using, IP address and computer operating systems that are being used and this information may be used to improve the services we offer
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Wherever possible we use aggregated or anonymous information which does not identify individual visitors to our website. See below, under Marketing materials – to understand our purposes for processing your personal information.

Data Protection law recognises that certain categories of personal information are more sensitive. This is known as sensitive personal data and covers health information, race, religious beliefs and political opinions. We do not usually collect 'sensitive personal data' about our supporters unless there is a clear reason for doing so, such as participation in a marathon or similar fundraising event or where we need this information to ensure that we provide appropriate facilities or support to enable you to participate in an event.

We may also collect sensitive personal data if you make the information public or if you tell us about your experiences at the Royal Berks Hospital, however we will always make it clear to you when we collect this information from you, what sensitive personal data we are collecting and why.

Website Users

The RBC website uses cookies to help our website work well and to track information about how people are using it. More information on cookies can be found further down the page under 'Cookies'.

In addition, if you register on our website then the following will also apply:

- The RBC website collects personal information when you register with us.
- The website will collect information such as your name, email address and post code. Once you register on the website you will not be anonymous to us when you subsequently sign in.
- As part of the registration process and continued use of RBC services, you agree that any registration information you give to RBC will always be accurate, correct and up to date. Please do get in touch should you need to amend any of your personal information.
- We collect and retain information about your interactions with us so that we can process your interactions and deal with future queries.
- We use cookies to allow us to store limited information on an individual's computer to either track them through tracking cookies or to allow people to have automatic logons as an example. We use this information to provide you with a good experience when browsing our website and to improve the functionality of our site.

Your debit and credit card information

If you use your credit or debit card to donate to us, buy something or pay for a registration online or over the phone, we will ensure that this is done securely and in accordance with the Payment Card Industry Data Security Standard. You can find our more information about PCI DSS here – https://www.pcisecuritystandards.org/security_standards/index.php
We do not store your credit or debit card details at all, following the completion of your transaction. All card details and validation codes are securely destroyed once the payment or donation has been processed. Only staff authorised and trained to process payments will be able to see your card details.

If we receive an email containing any credit or debit card details, it will be immediately deleted, no payment will be taken and you will be notified about this.

Legal basis

In certain instances, we collect and use your personal information by relying on the legitimate interest legal basis. This is because when you, for example, request to receive services or products from the RBC, we have a legitimate organisational interest to use your personal information to respond to you and there is no overriding prejudice to you by using your personal information for this purpose. This is also the case where we process your donations in support of RBC's objectives, for our internal administrative purposes, and where we need to take steps to protect our network security or risk of fraud.

In most instances, however, we will rely on obtaining your consent to our use of your personal information. This is the case, for example, where we seek to obtain your consent to receive email marketing about the RBC.

Marketing Materials

Legal basis

We want to ensure you receive the level of information about the RBC that is right for you

Email/text marketing:

If you actively provide your consent to us along with your email address and/or mobile phone number, we may contact you for marketing purposes by email or text message. By subscribing to RBC emails or opting in to email communication from RBC, you grant us the right to use the email for both email marketing purposes and advertisement targeting

Post/telephone marketing:

If you have provided us with your postal address or telephone number we may send you direct mail or telephone you about our work unless you have told us that you would prefer not to receive such information. We also actively check telephone numbers against the Telephone Preference Service and will only make telephone calls to you where your telephone number is listed on the TPS if you have specifically told us that you do not object to such calls and have consented to receive them.

Your choice:

It is always your choice as to whether you want to receive information about our work, how we raise funds and the ways you can get involved. If you do not want us to use your personal information in these ways please indicate your preferences on the form on which we collect your data.

You can also change any of your contact preferences at any time (including telling us that you don't want us to contact you for marketing purposes by telephone, or by post) by contacting us on 0118 322 8860 or emailing charity@royalberkshire.nhs.uk

We will not use your personal information for marketing purposes if you have indicated that you do not wish to be contacted by us for such purposes. However, we will retain your details on a suppression list to help ensure that we do not continue to contact you.

Fundraising

We carry out targeted fundraising activity to ensure that we are contacting you with the most appropriate communication, which is relevant and timely and will ultimately provide an improved experience for you. In doing so, we may use profiling techniques or use third party wealth screening companies and insight companies to provide us with general information about you. Such information is compiled using publicly available data about you or information that you have already provided to us.

This activity assists us in understanding the background of the people who support us and helps us to make appropriate requests to supporters who may have the means and the want to give more. You can opt out of your data being used for profiling and wealth screening techniques by contacting charity@royalberkshire.nhs.uk

Recipients – Information and disclosure

The RBC may disclose your personal information in the following circumstances:

- **To third parties who provide a service to us and are data processors. This would include our trusted partners that work with us in connection with our charitable purposes, and other entities that act as fundraisers for RBC, or provide RBC information and marketing (subject to your communication preferences and our internal policies and procedures). We require these third parties to comply strictly with our instructions and data protection laws and we will make sure that appropriate controls are in place. We enter into contracts with all of our data processors and regularly monitor their activities to ensure they are complying with RBC policies and procedures.**
- **Where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government bodies and law enforcement agencies), or in order to enforce or apply our rights (including in relation to our website or other applicable terms and conditions) or to protect the RBC, for example in cases of suspected fraud or defamation.**

Rest assured, we will never share, sell or swap your details with any third parties for the purposes of their own marketing or the monetising of your data.

Events and Under 18s

We are committed to protecting the privacy of the young people that engage with us. Our fundraising events also request specific information about the age of participants. If you are under 18 and would like to get involved, please ensure that you have consent from a parent or guardian before giving us your personal information. When we collect information about a child or young person aged under 18 we will make it very clear as to the reasons for collecting this information and how it will be used.

Vulnerable supporters

We are committed to protecting vulnerable supporters.

Inappropriate website content

If you post or send any content that we believe to be inappropriate, offensive or in breach of any laws, such as defamatory content on our forums or social media pages, we may use your personal information to inform relevant third parties such as your internet provider or law enforcement agencies.

Keeping your personal information

We keep your personal information only for as long as required to operate the service in accordance with legal requirements and tax and accounting rules. Where your information is no longer required, we will ensure it is disposed of in a secure manner.

Cookies

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to improve the performance of a website, for saving different options and to provide website owners with information on how the site is being used.

We use cookies to enhance the experience of the website, to increase the performance, to identify how the website is being used and where we can make improvements and to monitor how our advertisements perform. Some of our cookies are vital for the websites

to operate effectively and others are optional, but may decrease the usability or performance of the websites.

Tracking

We use multiple first and third party technologies such as pixel tags and web beacons to track and improve the user experience on our sites, quality of service and to monitor the effectiveness of campaigns and digital marketing activity.

We may use them to:

- see what website content is popular and how people are using the site as they allow us to track users movement through our websites. This type of information is amalgamated so that we can build up a picture of how the site is performing.
- make sure we offer you a consistent service. For example, if we are testing new website content or we want to run a survey, we use tracking to remember what content you have seen or if you have already been asked to join the survey.

In addition, when we email you, we may place a tag (also known as ‘tracking pixel’) on the email we send out. These let us monitor performance of our emails marketing activity.

Your ability to edit and delete your account information preferences

The accuracy of your personal information is important to us. You can edit your RBC information, including your address and contact details at any time. If you would like to change your preferences or update the details we hold about you other than online, please contact us by either email: charity@royalberkshire.nhs.uk, or telephone 0118 322 8860 or write to us at The Royal Berks Charity, RBH, London Road, Reading RG1 5AN.

Your rights to your personal information

Under the Data Protection Act 1998 you have a right to request a copy of the personal information we hold about you and to have any inaccuracies corrected. You also have the right to request us to erase your personal information, request us to restrict our processing of your personal information or to object to our processing of your personal information.

Should you wish to exercise these rights we require you to prove your identity with two pieces of approved identification. Please address requests to the Director of Fundraising, Royal Berks Charity, RBH, London Road, Reading RG1 5AN and we will respond within 40 days, of receipt of your written request and confirmed ID. Please provide as much information as possible about the nature of your contact with us to help us locate your records.

Where you have provided your consent for our use of your personal information, you always have a right to withdraw your consent at any time.

Changes to this privacy policy

We may update the terms of this policy at any time, so please do check it from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address you have provided to us

or by placing a prominent notice on our website(s). By continuing to use our website you will be deemed to have accepted such changes.

Complaints compliments or comments

If you are unhappy with our work or something that we have done or failed to do, we want to know about it. We also welcome your views on what we do well. Your comments enable us as an organisation to learn and continuously improve our services.