

G16: WESTON HOSPICECARE GROUP OF COMPANIES

PRIVACY POLICY

This privacy policy sets out how Weston Hospicecare uses and protects any information that you give Weston Hospicecare when you use this website.

Supporters If you support us, for example make a donation, volunteer, register to fundraise, sign up for an event or buy something from our shop, we will usually collect:

- **Your name**
- **Your contact details**
- **Your date of birth**
- **Your bank or credit card details.**

Where it is appropriate we may ask for:

- **Information relating to your health (for example if you are taking part in a high risk event)**
- **Your motivation for giving, including whether this relates to your personal experiences. We will never make this question mandatory, and only want to know the answer if you are comfortable telling us.**

We will mainly use your data to:

- **Provide you with the services, products or information you asked for**
- **Administer your donation or support your fundraising, including processing gift aid**
- **Keep a record of your relationship with us**
- **Manage your marketing preferences**
- **Understand how we can improve our services, products or information.**

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, including geo-demographic information and measures of affluence, when it is available from external sources to help us do this effectively. This helps us understand the background of the people who support us and helps us to make appropriate requests for gifts to supporters who may be able and willing to give more than they already do. We may also use your personal information to detect and reduce fraud and credit risk.

If you enter your details onto one of our online forms, and you don't 'send' or 'submit' the form, we may contact you to see if we can help with any problems you may be experiencing with the form or our websites.

Direct Marketing:

With your consent, we will contact you to let you know about the progress we are making and to ask for financial and non financial support. We make it easy for you to tell us how you want us to communicate, in a way that suits you. Our forms have clear marketing preference questions and we include information on how to opt in and opt out when we send you marketing. If you don't

want to hear from us just let us know when you provide your data or contact us on 01934 423928 or supportercare@westonhospicecare.org.uk

We do not sell or share personal details to third parties for the purposes of marketing. But, if we run an event in partnership with another named organisation your details may need to be shared. We will be very clear what will happen to your data when you register.

We are committed to ensuring that your information is secure and we have put in place suitable physical, electronic and managerial procedures to safeguard the information we collect online.

If you have previously agreed to us using your personal information, you may change your mind at any time by writing to or emailing us at supporter.care@westonhospicecare.org.uk

If you believe that any information we are holding on you is incorrect or incomplete, please email or call us to let us know and we will correct your information.

Use of Cookies:

A cookie is a small file that is placed on your web browser or computer's hard drive. We use cookies on our site and in emails to deliver more relevant advertising to consumers, identify which pages are being used and track email response rates, measure the success of our marketing campaigns, identify when our emails are viewed and track whether our emails are forwarded.

Cookies help us provide you with a better website, it in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to Other websites:

Our website contains links to other sites that may be of interest. Please note that once you leave our site, via one of these links, we have no control over that other website, or how it collects your data. Therefore, we cannot be responsible for the protection and privacy of any information you provide whilst visiting those sites.

Active Network provides our event registration platform for us, you can read their Privacy Policy [here](#). Their Cookies Policy [here](#), and their Data Security Policy [here](#).

Contacting Us:

If you have any questions or queries relating to this Privacy Policy then please contact supporter.care@westonhospicecare.org.uk or call 01934 423960.

This policy is effective from 1st November 2013. We may change this policy from time to time so it is important that you check this page for any changes.