

# Our Privacy Policy

The Liverpool Heart and Chest Hospital Charity is committed to protecting your personal information. This policy explains how LHCH Charity collects and uses the personal information you provide to us and that we collect, whether online, via phone, email, in letters or in any other correspondence. We ensure that we use your information in accordance with all applicable laws concerning data protection of personal information.

## This policy explains:

- What information LHCH Charity may collect about you.
- How we will use that information.
- Whether we disclose your details to anyone else.
- Your choices regarding the information you provide to us.
- How we use cookies to provide services to you or to improve your use of our website.

If you have any queries about this privacy and cookies policy please contact the Charity Office, Liverpool Heart and Chest Hospital Charity, 14 Thomas Drive, Liverpool L14 3PE or email us at [enquiries@lhchcharity.org.uk](mailto:enquiries@lhchcharity.org.uk).

By using our website or any of our services, or providing us with any personal data, you agree to your personal data being used and disclosed in the manner set out in this policy.

## Who we are

We are the charity which supports the work of Liverpool Heart and Chest Hospital NHS Foundation Trust and our registered charity number is 1052813.

## Information Collection

We collect information in the following ways:

- **Information you give us.**

For example, when you make a donation to us, register for an event or otherwise provide us with personal information. When you donate or make a merchandise purchase, we'll ask for personal information, like your name, email address and telephone number to store with your record.

- **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 website and interact with our content. Wherever possible we use aggregated or anonymous information which does not identify individual visitors to our website.

By submitting your details you enable us to raise funds and to provide you with the goods, services, information, activities and any other related services LHCH Charity may provide.

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.

## Website Users

The LHCH Charity website use cookies to help our websites work well and to track information about how people are using them. More information on cookies can be found later in this document. In addition, if you register for an event or sign up for our e-newsletter on our website then the following will also apply:

- The event you sign up to will collect information such as your name, email address and post code.
- Once you register you will not be anonymous to us.
- We collect and retain information about your transactions with us so that we can process your transactions and deal with future queries.

## 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.

### **Find out more information about PCI DSS standards.**

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. All purchases or donations should be completed through the donation page or online shop on our website.

## How we may use your information

We may use your information for a number of purposes including the following:

- To provide you with the services, products or information you have requested or which we feel may interest you where you have consented to being contacted
- To process donations we may receive from you;
- To fundraise in accordance with our internal policies and procedures;
- To provide you with information about our work or our activities that you have agreed to receive
- To invite you to participate in events or other occasions when you choose to do so;
- For administration purposes (for example we may contact you regarding a donation you have made or the event you have registered for)
- For internal record keeping, including the management of any feedback or complaints;
- To invite you to participate in surveys or research (although this is voluntary);
- To analyse and improve the services offered on our site to make it as user-friendly as possible;
- We may analyse the personal information we collect about you to create a profile of your interests and preferences so that we can contact you in the most appropriate way and with the most relevant information
- Where it is required or authorised by law;
- If you enter your contact details into one of our online forms, we may use this information to contact you, even if you don't click 'submit' on the form. We will do this to see if we can help with any problems you might be experiencing with the form or with our websites, or to see if you would like to continue the action you were taking on the form.

## Marketing Materials

We may contact you for marketing purposes by email or text message if you have agreed to be contacted in this manner. By subscribing to LHCH Charity emails or opting in to email communication from LHCH Charity, you grant us the right to use the email for contacting you regarding your support and informing you of the work of LHCH Charity.

We may also send you communications via email or text, for example where you place an order for goods or services on our website, or you have made a donation by text. If you have provided us with your postal address we may send you mail about our work unless you have told us that you would prefer not to receive such information.

# Our Privacy Policy

It is your choice as to whether you want to receive information about our work, how we raise funds and the ways you can get involved. You may opt-out of our emails at any time by clicking the 'unsubscribe' link in at the end of our emails, and can opt-out of receiving texts by sending us an "opt-out" text message, following the instructions we provide you in our initial text. 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 our Charity Office on 0151 600 1409 or by emailing us at [enquiries@lhchcharity.org.uk](mailto:enquiries@lhchcharity.org.uk).

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

## Information sharing and disclosure

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. We may disclose your personal information to third parties if we are under a duty to disclose your personal data 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 LHCH Charity, for example in cases of suspected fraud or defamation.

## Annual charity mailout

Each year Liverpool Heart and Chest Hospital NHS Foundation Trust undertake a charity mailout to new patients to raise awareness of the work undertaken by the LHCH charity to support the Trust by providing charitable funds to help deliver quality healthcare to patients. No data is shared with the Charity by the Hospital.

For more information please see the LHCH website [Liverpool Heart and Chest Hospital | Other Data Processing](#)

## Under 18's

We are committed to protecting the privacy of the young people that engage with us at events and at schools. 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 data about a child or young person aged under 18 we will make it very clear as to the reasons for collecting this data and how it will be used.

## Vulnerable Supporters Policy

We are committed to protecting vulnerable supporters. Please refer to our [Vulnerable Supporters Policy](#) on our website under the 'We are respectful' section of our [Supporter Promise page](#).

## 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 social media pages, we may use your personal information to inform relevant third parties such as your internet provider or law enforcement agencies.

## Where we may store your content

We will ensure that your information is held in compliance with the European data protection regulations. We will take all steps reasonably necessary to ensure that your data is kept secure and in accordance with this privacy policy.

## Keeping your records

We keep records 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 our website, to increase the performance, to identify how the website is being used and where we can make improvements. Some of our cookies are vital for our website to operate effectively and others are optional, but may decrease the usability or performance of our website.

## Cookies which are necessary to run our website

Some of our site cookies are essential to run our website and without the acceptance or use of these cookies the website or elements of the website will not work. These include, but are not limited to:

- Adding items to a shopping basket
- Remembering items in a shopping basket if you leave the website

# Our Privacy Policy

## Cookies which are optional

All other cookies are optional and the removal of these cookies may decrease the usability or performance of our websites. Such optional cookies include, but are not limited to:

- Your optional settings
- Tracking usage of a website

## Cookies which are from trusted third parties

We utilise the technology of third parties on a regular basis to ensure that we are using up to date systems. This in turn means that there will be a number of third party cookies from our trusted suppliers used on our websites. Each company is responsible for the cookies that they place onto your device and have separate policy documents to highlight their use.

**Our list of trusted third parties who may deploy a cookie to your device, with a link to their cookie details is below:**

Third party	Policy location
YouTube	<a href="https://www.google.com/policies/technologies/types/">https://www.google.com/policies/technologies/types/</a>
Google	<a href="https://www.google.com/policies/technologies/types/">https://www.google.com/policies/technologies/types/</a>
Google Analytics	<a href="https://www.google.com/policies/technologies/types/">https://www.google.com/policies/technologies/types/</a>
Facebook	<a href="https://www.facebook.com/policies/cookies/">https://www.facebook.com/policies/cookies/</a>
Twitter	<a href="https://support.twitter.com/articles/20170514">https://support.twitter.com/articles/20170514</a>
Instagram	<a href="https://help.instagram.com">https://help.instagram.com</a> then view the Data Policy
PayPal	<a href="https://www.paypal.com/uk/webapps/mpp/ua/cookie-full">https://www.paypal.com/uk/webapps/mpp/ua/cookie-full</a>
Wix	<a href="https://www.wix.com/about/privacy">https://www.wix.com/about/privacy</a>
GiveTap	<a href="https://www.givetap.co.uk/assets/privacy.pdf">https://www.givetap.co.uk/assets/privacy.pdf</a>
Stripe	<a href="https://stripe.com/gb/privacy">https://stripe.com/gb/privacy</a>

# Our Privacy Policy

## What will happen if you disable some or all of the cookies that LHCH Charity uses

If you opt to disable some or all cookies, we are unable to guarantee that our website will operate.

## How to I manage my cookie settings

Internet browsers (such as but not limited to Internet Explorer, Google Chrome, Firefox, Opera or Safari) will allow some control over most cookies through their settings. You will need to refer to the operating manual or review the settings of your browser software to identify what cookies are on your device and how to remove them.

## Find out more about cookies and how to manage them.

Some third parties may allow you to manage their cookies independently. Please refer to the list of third party providers above and confirm their respective policy pages for further information.

## Acceptance of Cookie use

By continuing to use our website you will have been deemed to have agreed to our use of cookies subject to any preferences you may have indicated to us or any overriding browser settings you may have.

## Your ability to edit and delete your account information and preferences

The accuracy of your information is important to us. You can edit your LHCH Charity supporter 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 the Charity Office on 0151 600 1409 or send an email to [enquiries@lhchcharity.org.uk](mailto:enquiries@lhchcharity.org.uk) or write to Liverpool Heart and Chest Hospital Charity, Thomas Drive, Liverpool L14 3PE.

## 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. You can make comments at:

<http://www.lhchcharity.org.uk/about-us/contact-us/>