

North Yorkshire Hospice Care

# Information Notice

Patients and their friends, relatives and carers

10/31/2024

## Contents

|  |         |
|--|---------|
| <a href="#">How we will use the information you provide us</a> ..... | Page 2  |
| <a href="#">Who we are</a> .....                                     | Page 2  |
| <a href="#">How we obtain your information</a> .....                 | Page 2  |
| <a href="#">What are the types of personal information</a> .....     | Page 4  |
| <a href="#">Children and young people</a> .....                      | Page 4  |
| <a href="#">Supporting adults at risk</a> .....                      | Page 5  |
| <a href="#">Credit/debit card payments</a> .....                     | Page 5  |
| <a href="#">How we use your information</a> .....                    | Page 6  |
| <a href="#">Marketing</a> .....                                      | Page 7  |
| <a href="#">Building profiles and targeting communications</a> ..... | Page 8  |
| <a href="#">Who we share your information with</a> .....             | Page 9  |
| <a href="#">How we store your information</a> .....                  | Page 10 |
| <a href="#">Your rights</a> .....                                    | Page 11 |
| <a href="#">Our website</a> .....                                    | Page 13 |
| <a href="#">Changes to the way we use your information</a> .....     | Page 14 |

## North Yorkshire Hospice Care Information Notice:

### How we will use the information you provide us.

North Yorkshire Hospice Care (Herriot Hospice Homecare, Just 'B' and Saint Michael's Hospice) is committed to protecting your privacy. This document explains how we collect and use the personal information you may provide us online, via phone, e-mail, face to face, by letter or other correspondence.

By using our services, you agree to your personal information being collected and used in the manner set out below.

This information notice specifically relates to information collected as part of an enquiry about receiving the clinical services of our organisation or the delivery of these services. For example, our inpatient units, bereavement service, wellbeing services and other outpatient services, or our HOME service. For information about how we use your information in the capacity as a supporter, volunteer, staff member or other stakeholder, please contact our team.

If you have any queries about how we use your information, please contact our Patient and Family Data lead, Emily Dobson, on 01423 876 476 or email

[edobson@saintmichaelshospice.org](mailto:edobson@saintmichaelshospice.org)

We may update this information notice from time to time so please check back periodically.

---

### 1. Who we are

We are North Yorkshire Hospice Care, known locally as Herriot Hospice Homecare, Just 'B' and Saint Michael's Hospice. We offer care and support to people, like yourselves, in the Harrogate District who are living with terminal illness, mental health or wellbeing and bereavement. As an independent charity we also raise awareness of our services, encourage engagement with our cause and raise money to support the delivery of our mission.

North Yorkshire Hospice Care is registered as a charity in England and Wales (registered charity number 518905). We are also registered as a company limited by guarantee (company number 2121179).

We also operate a second company called HDHC Enterprises Ltd (registered company in England and Wales number 2566563) to record some of our activity classed as trading, for example the selling of new goods. Within the context of this statement, "we" means both the charity and this enterprise company.

---

## 2. How we obtain your information

We collect information in the following ways:

- **When you tell us directly**

We collect personal information about you when you interact with us (e.g. in person or by phone).

- **When you give it to us indirectly**

This is when your personal information is given to us by third parties. Within the care setting third parties are your other care providers, such as your GP, the District Nursing team or other health care professionals. You will have consented with these professionals to share your information with us as your healthcare provider, or your loved one's healthcare provider.

We may also obtain information about you from a family member or a friend or service provider who contacts us on your behalf or if a fundraiser passes on your details to us. For example, we have many funeral directors who kindly facilitate collections at the funeral services held to mark the lives of our supporters. We also have kind individuals within our communities who want to support us at their wedding or anniversary parties and arrange for donations to be made and gift aid envelopes to be available during these events. We also have many supporters who take part in sponsored activities on our behalf. These supporters manage these processes and may then pass on the donations they receive and details of the persons kindly giving a donation to us for us to use to say thank you and record this donation. If you would rather we don't receive this information, please let the event organiser know.

We may also receive information about you collected or processed by organisations working on our behalf e.g. our data cleanse company or email marketing provider. Those organisations are required to notify you at the point they collect your data that they will be passing it to us, to give you the opportunity to object or consent.

- **When your information is available publicly or from other external sources**

We may combine information that we already have about you with information available publicly or information available from external sources in order to gain a better understanding of you, your charitable interests and connections and to improve our fundraising, marketing and communication methods, products and services. Such information could be, for example, socio-demographic and lifestyle information and information about previous donations you have made. Examples of public registers include Companies House, the electoral roll and media reports.

The information we get from other external sources may depend on your privacy settings or the responses you give, so you should regularly check them. For example, you may have provided permission for a company or other organisation to share your data with third parties, including charities, e.g. the Royal Mail.

Depending on your settings or the privacy policies for social media and messaging services, like Facebook, WhatsApp, Linked In or Twitter, you might give us permission to access information from those accounts or services.

We may also obtain information about you where it is publicly available and found in places such as Companies House, the Land Registry website and information that is published in articles and newspapers.

To understand how we use information about the communications devices you use, such as IP address (the location of the computer on the internet) and cookies, please see **our websites**:

- **herriothh.org.uk**
- **justb.org.uk**
- **saintmichaelshospice.org**

---

### 3. What are the types of personal information we collect

Personal information is information that can be used to identify you. It can include your name, date of birth, email address, postal address, telephone numbers, social media profile, fax number, bank account details, credit/debit card details, the company you work for and whether you are a UK tax payer so that we can claim Gift Aid (please rest assured we do not collect information about your actual tax payments, just whether you are a tax payer).

Data protection law recognises that certain categories of personal information are more sensitive. This is known as special categories of 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. We collect sensitive data from you, our patient and your families and friends, to ensure that we can provide you with holistic care, to discharge our regulatory requirements and to ensure our services remain fit for purpose.

We may also collect health or other sensitive information if you tell us about your experiences of the hospice (for example, if you act as a case study for us); however, we will make it clear to you when collecting this information as to what we are collecting and why.

We also collect information about how our website is used and track which pages users visit when they follow links in emails. We use this information to monitor and improve our website, services and activities e.g. to make our website more visible to people who are looking to find our services or to see which services or events are of most interest. Where possible we use anonymous or aggregated data that does not identify individuals. See further information about our website below.

As we carry out these activities we will ensure that we collect the information we need to carry out the purposes for which this information is processed.

---

## 4. Children and Young People

As a patient you would not be under 18 years of age, however we may support your family or friends who may be under 18 years of age with bereavement or pre-bereavement needs. Please refer to the Children and Young People's bereavement support information notice for detailed information about how we would use your information in this case.

---

## 5. Supporting adults at risk

We recognise the importance of protecting our patients, and their families and friends, who are at risk. We access guidance and support provided by North Yorkshire Council, in addition to our own Safeguarding policy, to ensure that the person at risk is supported while in our care.

Please visit <https://www.northyorks.gov.uk/safeguarding> more guidance.

---

## 6. Credit, Debit card payment information

Within our clinical services we do not require or ask you for any payment information.

As a charity we rely on donations to support our work and should you wish to make a donation you would be directed to our Supporter Care Team, who would support you. For details about how they would utilise your credit, debit card payment information please visit the general information notice on our websites.

---

## 7. How we use your information

We may process your personal information for a number of reasons, such as:

- To identify you
- To contact you in regards to your clinical care
- To provide you with clinical care
- To provide you and your family/friends with emotional wellbeing support and care
- To ensure we have the correct safeguards in place for children and young people
- To provide you with services, products or information that you have requested

- To provide further information about our work, services, activities or products
- To process a donation or payment we receive from you
- To register and administer your participation in events you've registered for
- To claim Gift Aid on your donations
- To further our charitable aims, including for fundraising activities
- To provide you with further information about our work and services
- To further our charitable aims, such as asking you to help us to raise money, but always in accordance with our supporter promise
- To fulfil a sale online or through our shops
- To register, administer and personalise your account with us
- To gain a full understanding of your situation so we can develop and offer you the best possible personalised communication and customer service
- To say thank you and provide you with information about how your support helps people living with terminal illness
- To send items that you have ordered
- To report on the results and impact of our work, services and events
- To invite you to participate in surveys or research or share your experiences in other ways
- To keep a record of your relationship with us and for internal administrative purposes (such as our accounting and records), and to let you know about changes to our services or policies
- To look into, and respond to, feedback complaints, legal claims or other issues.
- To carry out statistical analysis and research in order to help us to understand how we are performing and how we can improve our services (including our website)
- To monitor website use administer and keep our website safe and secure
- To improve our website by making sure that content is relevant to users and their interests and habits
- For training and or quality control
- For financial recording or reporting purposes
- Where required or authorised by law e.g. arising from contracts entered into between you and us or in relation to regulatory government and or law enforcement bodies
- To prevent fraud, misuse of services or money laundering and to perform due diligence in respect of larger donations, to communicate with you in other ways

We may also use your personal information for other purposes which we specifically notify you about and, where appropriate, obtain your consent.

We collect this information to provide you with care and to ensure that we discharge our regulatory and legal requirements. We collect, process and store this data, in the main, within the legal basis of public task. However, on occasion we may process your data on the lawful basis of vital interests where we consider we have a legitimate reason for doing so or in line with another statutory obligation. The lawful grounds we use will depend on the purpose for which your information is processed and the type of data concerned. If you would like specific information about which lawful ground your information has been processed under, please contact our Patient and Family Data lead, Emily Dobson, on 01423 876 476 or email [edobson@saintmichaelshospice.org](mailto:edobson@saintmichaelshospice.org)

---

## 8. Direct Marketing

We may use your details to give you information about our services or activities that we think may be of interest to you or update you on our work, events, campaigns and fundraising.

However, it is your choice whether you receive this direct marketing communications from our charity and how you receive this information. Where we do communicate with you via email, SMS or phone (if you are registered with the telephone preference service) we'll only do so because we have your consent.

We will not use your information for marketing purposes if you have told us not to and no service we provide is dependent on our ability to market to you. If you let us know that you would like us to stop contacting you for marketing purposes, we will fulfil this request within 28 days.

Our database will be updated immediately, ensuring telephone calls and emails stop straightaway but due to mailing schedules that may be already underway it may take up to a month for post from us to stop. It is also important to note, however, that we may need to retain your details on a suppression list beyond this point, if we are required to do so for either contractual or legal reasons such as if you have made a donation or a tax declaration.

All our communications material includes clear marketing communication preference questions and also always contain information on how you can let us know you would like to change your communications preferences or tell us that you would like us to stop contacting you for marketing purposes. You can also limit how your information is used for marketing purposes. You can do this at any time by calling (01423) 878 628 or email to [supportercare@saintmichaelshospice.org](mailto:supportercare@saintmichaelshospice.org)

For further detail on our approach to marketing communications, including how this relates to children and young people, please refer to our General Information Notice [on](#) our websites.

---

## 9. Building profiles and personalising communications

We undertake research to ensure our communications are relevant and timely, and that our services provide an improved experience to our supporters. We do this because it allows us to understand the background of the people who support us and use our services and this helps us to tailor our services to better suit people's needs and make appropriate requests to those supporters. It also helps us to use the resources we have in the most effective and efficient way.



In order to carry out this research, we (or our trusted service providers) may use the information which you give us and which we collect from external resources, including information that is publicly available about you.

This sort of research can include us using information such as your age, where you live, your job, directorships, your financial circumstances, networks and any previous donations you have made, to determine whether and in what ways you might be interested in getting involved in supporting the hospice and the level of donation that you may be able to give.

This research is done by our supporter care team and does not include any fully automated decision making or profiling processes.

You can let us know if you would prefer not to be included in this type of research by emailing [supportercare@saintmichaelshospice.org](mailto:supportercare@saintmichaelshospice.org) or calling us on (01423) 878 628 or writing to us at Supporter Care Team, Saint Michael's Hospice, Crimple House, Hornbeam Park Avenue, HG2 8NA.

To comply with our obligations as a charity, we must also take reasonable and appropriate steps to know who our supporters are, particularly where significant sums are being donated. This means that we may conduct research, including accessing information which is already publicly available, on prospective donors, partners or volunteers to ensure it would be right for us to accept support whether that is from an individual or organisation. This will help to give assurance that the donation is not from an inappropriate source and to safeguard our reputation. This does not mean that we will question every donation, or that we will research lots of personal and other details about every donor. Any information we do collect for this purpose will only consist of what is necessary for us to meet these requirements and will be processed in line with your rights.

---

## 10. Who we share your information with

Only appropriately trained staff, volunteers and contractors can access your information. It is stored on secure servers with features to prevent unauthorised access

We never share, sell or rent your information to third parties for marketing purposes. We will only share information with other organisations where we have your permission to do so in accordance with this information notice, where it is necessary for a legitimate reason connected with the services we offer e.g. to apply our terms and conditions or rights under an agreement, or to protect us, for example, in the case of suspected fraud or defamation or where it is required by law or regulation (e.g. police or a government body).

We may also share your information to support the work of other departments within our organisation and sometimes, we may need to share your information with a small number of partners (service providers, agents and affiliated organisations) for the purposes outlined above (e.g. a supplier that produces promotional material or delivers goods for us or a supplier that processes payments securely). All our partners are required to comply with the

law and our standards. We will always make sure appropriate contracts and controls are in place and we regularly monitor all our partners to ensure their compliance.

In addition, from time to time we may exchange your personal information with other organisations for the purposes of fraud and credit risk reduction. We may also share information with our financial and legal advisers for the purposes of obtaining advice and protecting our legal rights. We may also share your information with the emergency services, if we think there is a risk of serious harm or abuse to you or someone else or to protect the rights, property and safety of our organisation, its personnel, users, visitors or others. We also reserve the right to disclose your personal information if substantially all of our assets are acquired by a third party, personal information held by us may be one of the transferred assets.

When we collect your personal information we use strict procedures and security features to prevent unauthorised access. However, no data transmission over the internet is 100% secure. As a result, while we try to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk.

As a user you can help protect the integrity of any data you transmit to us by taking common precautions, such as regularly allowing patching for your operating system, ensuring you are running up to date and supported anti-virus software, and only transmitting data where HTTPS appears at the beginning of the page URL (this refers to the security technology Secure Sockets Layer (SSL) and indicates that the data is being transmitted securely).

---

## 11. How we store your information

We promise to keep your information safe and secure. We have appropriate and proportionate security policies and organisational and technical measures in place to help us do this. For example, we utilise a national patient database called SystmOne which is used throughout our clinical services and has built within it auditing, reporting and technical protections.

Although most of the information we store and process stays within the UK, some information may be transferred to countries outside the European Economic Area. This may occur if, for example, one of our service provider's servers is located in a country outside the EU. Where such transfer occurs, we will ensure your data is adequately protected under UK data protection law. For example, we use the US-based Mailchimp as our email marketing provider.

In line with the law we'll take all reasonable steps necessary to make sure these suppliers implement appropriate safeguards to ensure adequate protection under UK law for personal data is in place e.g. data transfers from the EEA to the US are permitted if the receiving company has been certified under the EU- US Privacy Shield. However, unfortunately, no transmission of your personal information over the internet can be guaranteed to be 100% secure. We will keep your information for as long as required to enable us to operate our services but we will not keep your information for any longer than is necessary. We will take

into consideration our legal obligations and tax and accounting rules when determining how long we should retain your information. When we no longer need to retain your information, we will ensure it is securely disposed of or anonymised to remove all personally identifiable information.

For our patients we will store their data for a period of 8 – 30 years in line with national guidance on the retention of patient records. For further information please go to:

<https://digital.nhs.uk/data-and-information/looking-after-information/data-security-and-information-governance/codes-of-practice-for-handling-information-in-health-and-care/records-management-code-of-practice-for-health-and-social-care-2016>

For family and friends, we will keep their data, where we have provided support for the regulated period of 7 years. For those who have not received care their data will be removed, unless it forms part of the patient record, as soon as we no longer need to contact you in relation to the patient, this for most people would be on discharge or death, or as soon as possible after.

For data which we can utilise to develop our services we will anonymise your information. We aim to ensure that all information we hold about you is accurate and, where necessary, kept up to date. If any of the information we hold about you is inaccurate and either you advise us or we become otherwise aware, we will ensure it is amended and updated as soon as possible.

---

## 12. Your Rights

As part of your relationship with us you have the following rights

### **Right to be informed**

You have the right to be told how your personal information will be used. This notice and other policies and statements used on this website and in our communications provide you with a clear and transparent description of how your personal information may be used.

### **Right of access**

You can write to us to ask for confirmation of what information we hold on you and to request a copy of that information.

Provided we are satisfied that you are entitled to see the information requested and we've successfully confirmed your identity, we'll give you your personal information (subject to any exceptions that apply).

### **Right of erasure**

You have the right to ask us to erase your personal information at any time when specific circumstances apply. We will always endeavour to carry out your request where it is possible for us to do so. However this may not be possible when it relates to your healthcare information which in line with national regulatory requirements and retention periods we are legally obligated to hold this information for the specified period of time.

### **Right of rectification**

If you believe our records of your personal information are inaccurate, you have the right to ask us to update those records.

You can also ask us to check the personal information that we hold about you if you are unsure whether it is up to date.

### **Right to restrict processing**

You have the right to ask us to restrict the processing of your personal information if there is disagreement about its accuracy or legitimate usage.

### **Right to object**

You have the right to object to processing where we are:

- processing your personal information on the grounds of [legitimate interest](#)
- using your personal information for direct marketing or
- using your personal information for statistical purposes
- where we rely on your consent to use your personal information, you have the right to withdraw that consent at any time

This includes the right to ask us to stop using your personal information for marketing or fundraising by electronic means (for example to be unsubscribed from our email newsletter list).

### **Right to data portability**

Where we are processing your personal information:

- because you gave us your consent
- because such processing is necessary for the performance of a contract to which you are party or to take steps at your request prior to entering into a contract, and the processing is carried out by automated means

You may ask us to provide it to you – or another service provider – in a machine-readable format.

### **Rights related to automated decision-making**

Where we take automated decisions (i.e. with no human involvement) in relation to your personal information, you have the right to ask us for human intervention or to challenge any such decision. We do not currently undertake automated decision-making.

To exercise any of these rights, please send a description of the personal information in question using the contact details below. We reserve the right to ask for: personal identification and further information. Please also note that you may only use/benefit from some of these rights in limited circumstances. For more information, we suggest you consult guidance from the Information Commissioner's Office (ICO).

If you wish to know more about any of the points above, have further questions or would like to raise a concern about the way in which your information is being used, please contact our Supporter Care Team on (01423) 878 628 or [supportercare@saintmichaelshospice.org](mailto:supportercare@saintmichaelshospice.org).

### **How to exercise your rights**

- To exercise any of these rights, please send a description of the personal information in question using the contact details in this document. We reserve the right to ask for:
  - personal identification
  - further information.
- Please note that you may only use/benefit from some of these rights in limited circumstances. For more information, we suggest that you consult guidance from the [Information Commissioner's Office \(ICO\)](#) or please contact us.
- You have the right to make a complaint to the ICO about us or the way we have processed your personal information. For further information on how to exercise this right or contact them, <https://ico.org.uk/for-the-public/raising-concerns/>

---

## **13. Our website**

Our website collects personal information through our donation and contact forms, although many people choose to contact us via the website using emails, social media links.. Where we link out to third party forms – e.g. event sign ups, links generally take you to third party providers e.g. websites who we work with. You should make sure when you leave our site that you have read and understood that new site's privacy policy in addition to our own. When you make a donation through Text to Donate, your donation will be managed by your network provider in accordance with their terms and conditions and privacy policy.

We have no control over the privacy practices of these other sites or providers and cannot guarantee the security of any information you transmit to us in this way, although we make sure that we do have procedures and security features to protect your information and seek to work with third parties who adequately protect your information under UK data protection law, as discussed in earlier sections.

If you use social media networks, such as Facebook to interact with us, we ask you also take time to consider how these sites may use your information and make sure you read and understand their privacy policies. We have no control over the privacy practices of these social media sites and cannot guarantee the security or any information you choose to share whilst using these platforms.

Our websites and social media do currently use cookies to help track the success of our online advertising and monitor the usage of our website. Cookies are text files placed on your computer to collect standard internet log information. They fall into different categories. Some cookies are necessary for normal website function. They do not store your personal data. You can find out more about these cookies in our supporter information notice, accessed through our websites.

For further information about cookies you can visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org). You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

---

## **14. Changes to the way we use your information**

We keep our information notice under regular review and we will place any significant updates on this website. This privacy policy was last updated in October 2024.