



My WiSH charity privacy notice

At My WiSH Charity, we are committed to protecting and respecting your privacy. This notice explains when and why we collect personal information about people who visit our website or contact us, how we use it, the conditions under which we may disclose it to others and how we keep it secure. Any questions regarding this notice and our privacy practices should be sent by email to fundraising@wsh.nhs.uk

Who we are	We are My WiSH Charity, registered charity in England and Wales (no. 1049223). The registered address is My WiSH Charity, West Suffolk Hospital, Hardwick Lane, Bury St Edmunds, Suffolk IP33 2QZ
What personal information and Why do we collect it ?	We collect personal data directly from you when you interact with us (for example when making a donation, registering for an event or contacting us). In some cases, we may receive limited personal data from third parties where you have given permission for your information to be shared with us. Your information is collected to enable us to contact you in connection with our fundraising activities. This may include inviting you to an event, notifying you of our amazing work or simply saying thank you for a donation.
What is our legal basis for processing your personal information?	As a charity we process your data under a range of lawful bases including legitimate interests (for example, administering donations and communicating with existing supporters), legal obligations, and consent where required (such as for email, SMS and telephone marketing).
What personal information do we need to collect about you and	The personal information we collect might include your name, address and email address. If you make a donation or purchase a product from us, your credit/debit card information is not held by us, it is collected by our third party payment processors, who specialise in the secure online capture and processing of

how do we obtain it?	credit/debit card transactions.
What do we do with your personal information?	We may use your information to: • process a donation that you have made; • process orders that you have submitted; • carry out our obligations arising from any contracts entered into by you and us; • dealing with entries into a competition; • seek your views or comments on the services we provide; • notify you of changes to our services; • send you communications which you have requested and that may be of interest to you. These may include information about campaigns, appeals, other fundraising activities, information about our work, fundraising activities and events. • process a grant or volunteer application. We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example the collection of taxation payments related Gift Aid). We will retain your personal data on our systems only as long as is necessary for the relevant activity. For example: donation records are kept for up to 7 years for financial and tax purposes. Marketing preferences are kept until you withdraw consent.

	. We may analyse your personal data to better understand your interests and how you engage with us, so we can provide relevant communications. This may include using publicly available information. You have the right to object to this type of processing at any time. We may also use your personal information to detect and reduce fraud and credit risk.
Who do we share your personal information with and why?	We may pass your information to our third party service providers, agents, subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to process donations and send you mailings). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties beyond West Suffolk NHS Foundation Trust for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime. Third Party Product Providers we work in association with: When you are using our JustGiving, Virgin Money donation pages or making a payment over the telephone, your donation is processed by a third party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions. Some third-party providers act as independent data controllers. We recommend reviewing their privacy notices when using their services. If you have any further questions regarding secure transactions, please contact us. We may transfer your personal information to a third party if we are under a duty to do so in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our supporters and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

How we maintain your records	When you give us personal information, we take steps to ensure that it's treated securely. Any sensitive information (such as credit or debit card details) is encrypted and protected. Once we receive your information, we make our best effort to ensure its security on our systems, using the Harlequin database system, which is securely located within the Trust IT network.
What are your rights?	You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about the vital work we do for our patients and our exciting appeals, then you can select your choices by ticking the relevant boxes situated on the form on which we collect your information (supporter consent form). You can choose how you would like to hear from us (email, phone, SMS, post) and you can update your preferences at any time. If you have previously supported us and provided your contact details directly to us, we may contact you about similar charitable activities where permitted by law. When we collected your details, you were given the opportunity to opt out, and you can opt out at any time. All marketing emails and messages we send will include a clear and simple way to unsubscribe. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted. You can change your marketing preferences at any time by contacting us by email: fundraising@wsh.nhs.uk or telephone on 01284 712952. How you can access and update your information The accuracy of your information is important to us. We are working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or any of the other information we hold is inaccurate or out of date, please email us at: fundraising@wsh.nhs.uk, or write to us at: Fundraising, My WiSH Charity, West Suffolk NHS Foundation Trust, Hardwick Lane, Bury St Edmunds, Suffolk IP33 2QZ



	Alternatively please telephone 01284 712952 You have the right to ask for a copy of the information My WiSH Charity holds about you. In addition to the rights above, you have the right to: • request access to your personal data • request correction of inaccurate data • request deletion of your data (where appropriate) • Object to processing, including marketing and profiling • Request restriction of processing • Request transfer of your data You also have the right to lodge a complaint with the Information Commissioner's Office (ICO)- www.ico.org.uk
Website Tracking	Our website may use cookies and similar technologies to improve your experience and understand how our website is used. For more information, please see our Cookie Policy .
Data Protection Officer	Emily Graham DPO@wsh.nhs.uk