



Privacy Notice for Cornwall Hospice Care

Effective Date: 1/1/2025

1. Introduction

Cornwall Hospice Care is committed to protecting your personal information and your right to privacy. This Privacy Notice explains how we collect, use, and share your personal data when you interact with our services, including our two hospices, 30 retail outlets, 4 donation centres and fundraising activities.

2. Who We Are

Cornwall Hospice Care is a registered charity dedicated to providing high-quality hospice care. Our contact details are:

- **Address:**
Mount Edgcombe Hospice,
Porthpean Road,
St Austell,
Cornwall,
PL26 6AB
- **Email:** communications@cornwallhospice.co.uk
- **Phone:** 01726 65711

3. Information We Collect

We may collect personal data about you in various ways, including:

- **Direct interactions:** When you engage with us through our hospices, retail outlets, our lottery, or fundraising events.
- Health and social care services in Devon and Cornwall have developed a system to share patient data efficiently and quickly and, ultimately, improve the care you receive. This shared system is called the Devon and Cornwall Care Record. It's important that anyone treating you has access to your shared record so they have all the information they need to care for you. This applies to your routine appointments and also in urgent situations such as going to A&E, calling 111 or going to an out-of-hours appointment. It's also quicker for staff to access a shared record than to try to contact other staff by phone or email. Only authorised health and care staff can access the Devon and Cornwall Care Record and the information they see is carefully checked so that it relates to their job. Also, systems do not share all your data – just data that services have agreed

is necessary to include. For more information about the Devon and Cornwall Care Record, please go to <https://www.devonandcornwallcarerecord.nhs.uk/>

- **Online interactions:** When you visit our website or engage with us on social media.
- **Fundraising activities:** When you participate in our fundraising events or donate to our charity.

The types of personal data we may collect include:

- Name
- Contact details (address, email, phone number)
- Bank details
- Donation history
- Event participation details
- Health information and **next of kin details** (collected and used in our hospices)
- Feedback and preferences

4. How We Use Your Information

We use your personal data for the following purposes:

- To provide and manage our hospice services, including the collection and use of health information to deliver appropriate care.
- To process donations and manage fundraising activities.
- To manage the charity's Lotteries
- To communicate with you about our services, events, and fundraising initiatives.
- To improve our services and understand our supporters better.
- To meet legal requirements and obligations.
- How we analyse the information we collect about you:
 - Before contacting you, we may use data analysis to interpret your data and predict how likely you are to be interested in or responsive to a particular campaign or fundraising appeal. Where we have identified that you have the capacity and/or affinity to support Cornwall Hospice Care at a higher level, we may collect additional information about you and combine, analyse and compile that information into a profile of you in order to assist us in engaging with you in a more personalised way. This may include using third parties to undertake this task.
 - You can opt out of your data being analysed for marketing purposes by contacting our Fundraising Team as set out in the Contact Us section.
 - Please be aware that before seeking or accepting some donations we may conduct a minimum level of due diligence, this is inline with our 'Acceptance of Funds and Donations' Statement'.

5. Legal Basis for Processing Your Data

We process your personal data based on the following legal grounds:

- **Consent:** When you provide us with your personal data for specific purposes.
- **Contractual necessity:** To fulfil our obligations to you.
- **Legal obligation:** To comply with applicable laws and regulations.
- **Legitimate interests:** To pursue our charitable objectives and improve our services.

6. Sharing Your Information

We may share your personal data with:

- Service providers who assist us in delivering our services (e.g., payment processors).
- Other healthcare organisations that provide care to you, as necessary for your treatment.
- Regulatory bodies, if required by law.
- Other charities or organisations with whom we collaborate for fundraising events.

7. Retention Period

We will retain your personal data only for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

- **Duration:** Personal data related to donations will be retained in paper form for 6 years plus the current tax year, to comply with tax regulations. For digital donation records these will be retained for 15 years post the last interaction with the donor. Health information will be retained for 10 years after the last date of care. The detailed records retention schedule can be found at: [Our conduct & policies - Cornwall Hospice Care](#)
- **Criteria:** The retention period is determined based on the nature of the data, the purpose of processing, and any legal obligations we must adhere to.
- **Deletion:** Once the retention period has expired, we will securely delete or anonymise your personal data.
- **Review:** We regularly review the data we hold to ensure it remains necessary for the purposes for which it was collected.

8. Data Transfers Outside the UK

We will always store your personal data within the European Economic Area (EEA). If we need to transfer your data outside the EEA, we will ensure that appropriate safeguards are in place to protect your data, such as Standard Contractual Clauses, in accordance with applicable data protection laws.

9. Data Subject Rights

As a data subject, you have the following rights regarding your personal data:

- **Right to Access:** You can request access to the personal data we hold about you.
- **Right to Rectification:** You can request correction of any inaccurate or incomplete data.

- **Right to Erasure:** You can request deletion of your personal data under certain conditions.
- **Right to Restrict Processing:** You can request that we limit the processing of your data.
- **Right to Data Portability:** You can request to receive your personal data in a structured, commonly used format.
- **Right to Object:** You can object to the processing of your personal data in certain circumstances.

How to Exercise Your Rights:

To exercise any of these rights, please contact us using the details provided above. We will respond to your request within one month.

Similarly, should you have a complaint regarding our collection and use of your data please contact us as above in the first instance but you can contact the Information Commissioners at: [What to expect from the ICO when making a data protection complaint | ICO](#)

10. Marketing Communications

We value your support and would like to keep you informed about our services, events, and fundraising activities. If you provide us with your contact details, we may use your personal data to send you marketing communications.

- **Types of Communications:** These may include newsletters, updates about our services, information about upcoming events, and fundraising initiatives.
- **Your Consent:** We will use a mixture of legitimate interest and opt-in consent to market to you. You can opt-in at various interactions with the charity and opt-out by informing us of your request. Marketing communications via post and telephone are done so under legitimate interest. Direct digital marketing is with opt-in consent.
- **Opting Out:** You have the right to withdraw your consent at any time. If you no longer wish to receive marketing communications, you can unsubscribe by following the instructions in the communication or by contacting us directly.
- **Data Protection:** We will handle your personal data in accordance with this Privacy Notice and ensure it is kept secure.

11. CCTV Usage

For the safety and security of our patients, staff, and visitors, we use CCTV cameras around the exterior of our hospices. The purposes of using CCTV include:

- Monitoring the safety and security of our premises.
- Preventing and investigating incidents of crime or anti-social behaviour.
- Ensuring the safety of individuals on our property.

CCTV footage is stored securely and accessed only by authorised personnel. We will retain CCTV footage for 30 days, after which it will be automatically deleted unless required for an ongoing investigation.

12. Cookies and Website Analytics

Our website uses cookies and similar technologies to enhance your experience and analyse how our site is used. This section explains what cookies are, how we use them, and your choices regarding cookies.

- **What Are Cookies?**

Cookies are small text files that are placed on your device when you visit a website. They help the website recognise your device and store certain information about your preferences or past actions.

- **How We Use Cookies:**

We use cookies for various purposes, including:

- **Essential Cookies:** These are necessary for the operation of our website and enable you to navigate and use its features.
- **Analytics Cookies:** These help us understand how visitors interact with our website, allowing us to improve our services. We may use third-party analytics tools, such as Google Analytics, to collect and analyse this data.

13. Cookie Consent Management

To comply with data protection regulations, we obtain your consent before placing non-essential cookies on your device. This section outlines how we manage cookie consent on our website.

- **Obtaining Consent:**

When you visit our website for the first time, you will see a cookie banner that informs you about our use of cookies. You will have the option to accept all cookies, reject non-essential cookies, or customise your preferences.

- **Types of Consent:**

You can choose to:

- **Accept All Cookies:** This allows us to use all cookies, including analytics and marketing cookies.
- **Reject Non-Essential Cookies:** This will only allow essential cookies necessary for the website to function.
- **Customise Preferences:** You can select specific categories of cookies you wish to accept or reject.

- **Managing Your Preferences:**

You can change your cookie preferences at any time by clicking on the cookie settings link in the footer of our website. Additionally, you can manage cookies through your browser settings, where you can delete existing cookies or block future cookies.

- **More Information:**

For further details on how we use cookies and your rights regarding your personal data, please refer to our full Cookie Policy at: [Our conduct & policies - Cornwall Hospice Care](#).

14. Third-Party Cookies

Our website may use third-party cookies, which are cookies set by domains other than our own. These cookies are typically used for various purposes, including analytics, advertising, and social media integration.

- **What Are Third-Party Cookies?**

Third-party cookies are placed on your device by external services that appear on our website. For example, if you visit a page with embedded content (like videos or social media buttons), those services may set their own cookies.

- **How We Use Third-Party Cookies:**

We may use third-party cookies for:

- **Analytics:** To understand how visitors interact with our website and improve our services.
- **Advertising:** To deliver relevant advertisements based on your interests and browsing behaviour.
- **Social Media:** To enable sharing of content on social media platforms.

- **Managing Third-Party Cookies:**

You can manage your preferences for third-party cookies through the cookie consent banner when you first visit our site. Additionally, you can adjust your browser settings to block third-party cookies or delete them if they have already been set.

- **More Information:**

For more details on the specific third-party cookies we use and how they impact your privacy, please refer to our full Cookie Policy at: [Our conduct & policies - Cornwall Hospice Care](#).

15. Data Security

We implement appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, or misuse.

16. Changes to This Privacy Notice

We may update this Privacy Notice from time to time. Any changes will be posted on our website, and we encourage you to review it periodically.

17. Contact Us

If you have any questions or concerns about this Privacy Notice or our data practices, please contact us at:

- **Email:** communications@cornwallhospice.co.uk
- **Phone:** 01726 65711