

DRAFT

DEMENTIA CARING

PRIVACY STATEMENT (JULY 2023)

1. Explaining the legal reasons why we use your data

The law on data protection [General Data Protection Regulation (2016/679 EU) (GDPR)] sets out a number of different reasons for which we may collect and process your data, including:

- **Legitimate Interest** - in some situations we will process your data to pursue our legitimate interests as a charity, in ways which might reasonably be expected as part of running the charity and which do not materially impact your rights, freedom or interests. *For example, one of our charitable activities is to support families living with dementia. We will use the data that you give us to contact you with the latest news about our activities, by email, post, or phone.*
- **Legal compliance** - if the law requires us to, we may need to collect, store and process your data. *For example, we pass on your contact details to HMRC if you claim Gift Aid on your donation to us.*
- **Consent** - in specific situations we may process your data with your consent. *For example, if we need to pass your details on to a third party as part of the service we offer you, we will only do so with your consent.*

2. When we collect information about you

- When you sign up to become a member of our Time Out Club
- When you sign up as a volunteer
- When you request support from us
- When you donate to us
- When you sign up to our on-line groups
- When you sign up to attend an event
- When you email us
- When you contact us by post
- When you contact us by phone
- When you engage with us via our website or social media
- When you respond to one of our questionnaires or suggestion scheme

3. What information we collect about you

- We collect personal data, including name, email address, postal address, post code and telephone number
- If you offer to volunteer, use our services, or offer services, we maintain a record of this so we can contact you if required.
- We collect accessibility, dietary, medication, personal care and health requirements

- We collect sensitive personal data on diversity - including age, disability, sexual orientation, race and gender during recruitment, in the follow ups to events, or when you use one of our services. This data is anonymised and analysed so we can plan to reach as diverse an audience as possible in order to achieve our charitable objectives and fulfil our Equal Opportunities Policy and as such, will not be stored with your personal data.
- We occasionally use questionnaires in order to learn more about our contacts and supporters. We may collect and analyse sensitive personal data such as views or opinions.
- We collect information about your engagement with our emails - if you have opened them and if you have clicked on the links in the email.
- Our website uses cookies, which are explained below.

4. How and why do we use your personal data?

- We use your personal data in order to achieve our aims as a charity - our key charitable object is to support families living with dementia
- We use your personal data to inform you of ways in which you can get involved, and ways in which you can support us - including fundraising.
- We use your personal data to process donations to us.
- We use your personal data to find out how engaged our contacts and supporters are in the content that we email them, so we can modify as necessary in order to better achieve our charitable objectives.
- We use anonymised personal data to measure the impact of content on our website, mailings, and service, to learn how we can more effectively communicate digitally.
- We use anonymised personal data to detect trends in the demographics and interests of those who support us.
- If you have applied for a paid or volunteer role, we will use the information provided to us to assess your suitability for the role.
- You are free to opt out of communications with us at any time - please email: contact@dementiacaring.org.uk

5. How long we keep your personal information for

We only keep your personal information for as long as required, depending on what it was collected for, and in accordance with legal requirements and tax and accounting rules.

6. How do we protect your data protect data?

Dementia Caring takes the security of your data seriously and has controls in place to try to ensure that your data is not lost, accidentally destroyed, misused, or disclosed, and is not accessed except by its employees and volunteers in the performance of their duties.

All hard copies are kept in secure files by one of the trustees, and only accessed by staff, trustees and volunteers to whom access to the data is necessary for performance of their roles. All electronic data is kept securely within our computers. Access to this data is also restricted.

7. Who do we share your personal data with?

The personal information we collect about you will mainly be used by our staff (and volunteers) at Dementia Caring so that they can support you.

We will never sell or share your personal information with organisations so that they can contact you for any marketing activities. Nor do we sell any information about your web browsing activity.

We will only share your data with third parties when we have your explicit consent.

8. What are your rights over your personal data?

You have various rights in respect of the personal information we hold about you – these are set out in more detail below. If you wish to exercise any of these rights or make a complaint, you can do so by contacting one of our Trustees, by email at contact@demetiaring.org.uk You can also make a complaint to the data protection supervisory authority, the Information Commissioner's Office, <https://ico.org.uk/>

- **Access to your personal information:** You have the right to request access to a copy of the personal information that we hold about you, along with information on what personal information we use, why we use it, who we share it with, how long we keep it for and whether it has been used for any automated decision making. You can make a request for access free of charge. Please make all requests for access in writing, and provide us with evidence of your identity.
- **Right to object:** You can object to our processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes. Please contact us as noted above, providing details of your objection.
- **Consent:** If you have given us your consent to use personal information (for example, for marketing), you can withdraw your consent at any time.
- **Rectification:** You can ask us to change or complete any inaccurate or incomplete personal information held about you.
- **Erasure:** You can ask us to delete your personal information where it is no longer necessary for us to use it, or you have withdrawn consent, or where we have no lawful basis for keeping it.
- **Portability:** You can ask us to provide you or a third party with some of the personal information that we hold about you in a structured, commonly used, electronic form, so it can be easily transferred.
- **Restriction:** You can ask us to restrict the personal information we use about you where you have asked for it to be erased or where you have objected to our use of it.

Please note, some of these rights only apply in certain circumstances, where one of your rights does not apply, we will communicate the reason to you.

9. Cookies

Cookies are small text files which a website may put on your computer or mobile device when you first visit a site or page. The cookie will help the website, or another website, to recognise your device the next time you visit.

Using cookies helps us to provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You have the ability to prevent your computer from accepting cookies but, if you do, certain functionality on the website may be impaired.

10. Changes to this statement

Any changes to our Privacy Statement will be placed here and will supersede this version of our Policy. We will take reasonable steps to draw your attention to any changes in our Policy. However, to be on the safe side, we suggest that you read this document each time you use the web site to ensure that it still meets with your approval.