Privacy Notice for Supporters

This notice applies to our donors, supporters, customers and anyone engaging with our activities online, by phone, by SMS, by email, post or in person. You may have more than one relationship with us and different teams may collect information for different purposes. We share information between departments with your consent or where the law permits. For information held for patient care or employment, please see our Patient and Carers Privacy Notice or our Staff, Volunteer and Sub-Contractor Privacy Notice.

We comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 (PECR), and the Fundraising Regulator's Code of Fundraising Practice.

What information we collect
We collect only information that is necessary and relevant to our activities. This may include:

- Your name, date of birth and contact details
- Payment information, processed securely by our payment providers and not stored by us
- Gift Aid eligibility and donation records
- Event, fundraising and lottery details
- Your marketing and communication preferences
- Website usage information (via cookies)

We may collect health information for certain activities, emergency contact details, security background checks (for example, for volunteering), parental consent for children under 13 and optional information about why you support us.

We use your information to provide services, administer donations and activities, claim Gift Aid, meet legal obligations, process payments, maintain supporter records, communicate with you where permitted, prevent fraud and share stories (with consent).

Marketing and communications
We send marketing only where we have your consent or another lawful basis permitted by PECR. We will ask about your communication preferences and you can opt out or change these by:

- Emailing info@mshfundraising.co.uk
- Calling 01384 377778
- Selecting "unsubscribe" in our emails
- Replying STOP to our text messages

Opting out of one channel does not automatically end other relationships you have with the hospice.

Reviewed November 2026

If you have consented to SMS marketing, we may text you to thank you for your support, explain the impact of your gifts, invite you to events, promote our lottery or shops, or ask for donations and support. Every marketing text will identify the hospice and explain how to opt out. We may also send service messages about activities you have requested, such as booking confirmations and reminders. These are separate from marketing messages.

For SMS, we use your name and mobile number, your consent record (including when and how you gave consent), relevant supporter history, your communication preferences, and message delivery and response records. We may use an SMS service provider, under contract, to send messages on our behalf. We do not sell your mobile number or share it with other organisations.

We keep your mobile number and consent record while you remain opted in. After you opt out, we keep a minimal suppression record (your number and opt-out date) to help make sure you are not contacted again.

Who we share your information with
We will never sell your personal data. We may share it where necessary with service providers acting on our behalf, regulators, HMRC or law enforcement where legally required, and event partners for administration, safety or participation, with your consent where required. Our service providers must handle your information in line with data protection requirements and their contractual obligations.

How long we keep your information and how we protect it
We keep your personal information only for as long as necessary to fulfil the purposes for which it was collected. When it is no longer needed, it is securely destroyed. We use appropriate measures to protect your information against unauthorised access, loss, misuse or disclosure.

Your rights
Under UK GDPR, you may have the right to:

- Access your personal information
- Correct inaccurate or incomplete information
- Request erasure, where legally permitted
- Restrict or object to certain processing
- Withdraw consent where consent is our lawful basis, without affecting earlier lawful processing
- Request data portability, where applicable
- Complain to the Information Commissioner's Office (ICO)

To exercise your rights or raise a concern, contact:
PrivacyOfficer@marystevenshospice.co.uk or Simon Henwood, Privacy Officer, The Mary Stevens Hospice, 221 Hagley Road, Oldswinford, West Midlands, DY8 2JR.

If you remain concerned, you can complain to the ICO at www.ico.org.uk.

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