Privacy Policy

Approved by: Governance Committee	
Date of approval: 09.11.2026	Version: 01 (revised from Privacy Notice)
Originator: Director of Strategy, Innovation and Communications	Revision Due: 09.11.2029

1. Introduction

The Mary Stevens Hospice is committed to protecting your privacy and personal information. This policy explains how we collect, use, store, share and protect your data when you interact with us online, by phone, by SMS, by email, post or in person. It applies to our donors, supporters, customers and anyone engaging with our activities. It does not cover information held for patient care or employment. For these, please see our Patient and Carers Privacy Notice or our Staff, Volunteer and Sub-Contractor Privacy Notice.

You may have more than one relationship with the hospice, and different teams may collect information for different purposes. We share information between departments only with your consent or where the law permits. We will ask about your communication preferences when collecting your details, and you can update or withdraw your preferences at any time.

2. Who we are and the law we follow

The Mary Stevens Hospice is the data controller for the personal information covered by this policy. Our Privacy Officer is Simon Henwood.

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.

3. Our lawful bases for processing

We process your personal information under one or more of the following lawful bases:

Consent: Where you have given permission, such as for marketing communications or sharing your story.

Contract: Where information is needed to provide a service or complete a transaction, such as a lottery entry, event booking or shop purchase.

Legal obligation: Where we must meet legal requirements, including Gift Aid or HMRC requirements.

Legitimate interests: Where processing is necessary for our charitable purposes, provided your rights and freedom are not overridden.

4. What information we collect and why

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.
- Gift Aid eligibility and donation records.
- Event, fundraising and lottery details.
- Marketing and communication preferences.
- Website usage information (via cookies, as explained in our Website Privacy Policy).

Where relevant, we may also collect health information for certain activities, emergency or next-of-kin details, security background checks (e.g. volunteering), parental consent for children under 13, and optional information about why you support us.

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

5. Marketing and Communications

We send marketing communications only where we have your consent or another lawful basis permitted by PECR. You can opt out of marketing and communications or change your preferences at any time by:

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

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

6. SMS text message marketing

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 or fundraising activities, promote our lottery or shops, or ask for donations and other support.

We may also send service messages relating to activities you have requested, such as booking confirmations and reminders. These are distinct from marketing messages.

For SMS communications, we use your name and mobile number, your consent record (including when and how consent was given), relevant supporter history, communication preferences and message delivery or response records, including opt-out requests.

We use Mailchimp as our SMS service provider under contract to send messages on our behalf. We do not sell your mobile number or share it with other organisations for their own marketing.

You can reply **STOP** to any marketing text to opt out, free of charge, or contact us using the details in section 5. We will action your request promptly. Every marketing text will identify The Mary Stevens Hospice and explain how to opt out.

We retain your mobile number and consent record while you remain opted in. After you opt out, we retain a minimal suppression record, including your number and opt-out date, to help ensure you are not contacted again.

7. Sharing your information

We will never sell your personal data. We may share it where necessary with:

- Trusted service providers acting on our behalf, including SMS, mailing and payment providers.
- Regulators, HMRC or law enforcement where legally required.
- Event partners where necessary for administration, safety or participation, with your consent where required.

Service providers must handle your information in accordance with applicable data protection requirements and their contractual obligations.

8. Data retention and security

We keep your personal information only for as long as necessary to fulfil the purposes for which it was collected. When information is no longer needed, data is securely destroyed.

We use appropriate technical and organisational measures to protect your information against unauthorised access, loss, misuse or disclosure. These include access controls, staff training and contractual safeguards for our suppliers.

9. Your data protection 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 the 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 our Privacy Officer using the details below.

10. Contact us

Privacy Officer: Simon Henwood
Email: PrivacyOfficer@marystevenshospice.co.uk

If you remain concerned about how we use your information, you can complain to the Information Commissioner's Office at www.ico.org.uk.

11. Review

We review this policy regularly and may update it. The latest version will be available on our website, and we will communicate significant changes where appropriate.