

# Privacy Notice - Communications

Prospect Hospice is a data controller registered with the Information Commissioner's Office (ICO). The hospice's data protection officer is the Information Manager and Data Protection Lead. If you want to get in touch about your data, you can call them on 01793 813355 or email [dataprotection@prospect-hospice.net](mailto:dataprotection@prospect-hospice.net).

## How do we use your personal information?

As you have engaged with our Communications team, Prospect Hospice holds personal data about you, such as your contact details and photographic image.

We process this data on the legal basis that we have a legitimate interest. Our legitimate interest is to communicate, market and promote our work. This is because it enables us to care for and support more patients with life-limiting illnesses in Swindon and north-east Wiltshire, now and for years to come.

Rest assured, we'll never share your data or personal information with any external organisation without your consenting beforehand.

We occasionally need to transfer data out of the European Economic Area (EEA). One example of this is when we use your data to email you through our 'MailChimp' account (MailChimp is an email service).

To protect your data, we're confident we have the right safeguards, particularly the EU-US Privacy Shield safeguards. This is in line with data protection regulation.

## How long will we keep your data?

We will keep your data – such as your photographic image – on our records for at least two years. After this, we'll destroy it securely. However, there may be times we keep your photographic image indefinitely. For example, we might feel we could use your image when recognising past events, such as in milestone anniversary publications.

## What are your rights?

As a data subject (someone whose information we process), you have the following rights relating to your personal information:

- You can ask us for a copy of your data at any time, free of charge (the right of subject access).
- You can ask us to correct inaccurate data and add a supplementary statement if you wish (the right to rectification). If your personal details change, please let us know by calling 01793 813355 and asking for the Communications team.
- If you believe the data we hold is inaccurate or unlawful, you can ask us to restrict it from further processing (the right to restriction).
- You can ask us to give you the information you previously provided to us in a portable digital format, such as a 'CSV' file (the right to portability).
- You can object to us processing your data (the right to object).
- If you wish, we can delete the information we have about you, if we're no longer using the data for the purpose or purposes we originally collected it (the right to erasure – also known as the right to be forgotten).
- If you feel we have mishandled or misused your data in some way, you can complain to the Information Commissioner's Office.

Where you have consented to us using your information, for example, to receive our emails, you have the right to withdraw your consent at any time.

We do not have any statutory or contractual requirements to process your data. However, we won't be able to feature you in our publications or material if we can't process the data. This means we can't include you or your story in our publications if we don't have your photographic image or quoted words.

### What won't we do?

- We will not use your data to profile you or make any automated decisions about you.
- We will not process your personal data for any other purpose, unless you have specifically consented to us doing so before we use your information.

*We will always let you know what we're doing with your personal data.*

## Prospect Hospice

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