



# Fundraising Supporter Privacy Notice

July 2025

## What is a privacy notice?

A privacy notice is a statement produced by St. Vincent's Hospice to patients, service users, families, carers, visitors, the public and staff, that describes how we collect, use, retain and disclose personal information which we hold.

At St. Vincent's Hospice, we recognise the importance of protecting personal and confidential information in all that we do, and we take care to meet our legal and regulatory duties.

## Who are we governed by?

Healthcare Improvement Scotland (HIS)  
Information Commissioner's Office (ICO)  
Office of the Scottish Charity Regulator (OSCR)  
Renfrewshire Health and Social Care Partnership  
(HSCP)

Our healthcare professionals and some registered support staff are also regulated and governed by professional bodies including, but not limited to, the General Medical Council (GMC), the Nursing and Midwifery Council (NMC), and the Health and Care Professionals Council (HCPC).

At St. Vincent's Hospice we respect all personal data you share with us, or that we get from other organisations. We also take the safety of your data very seriously. We aim to be clear when we collect your data, and we do not do anything you would not reasonably expect.

We comply with the Data Protection Act 1998 and UK General Data Protection Regulations (May 2018).

St Vincent's Hospice Ltd trading as St Vincent's Hospice is a company limited by guarantee  
Company Number 150148 Scottish Charity Number SC006888

**You can withdraw your consent to the processing of your data at any time by simply contacting us at the address above or email [contactus@svh.co.uk](mailto:contactus@svh.co.uk).**

## **Types of information we hold about you**

If you support us, for example to make a donation, volunteer, register to fundraise, sign up for an event or buy something from our shops, we will usually collect:

- Your name
- Your contact details
- Your date of birth
- Your bank or credit card details

Where it is appropriate we may ask for:

- Information relating to your health (for example if you are taking part in a high risk event)
- Your motivation for giving, including whether this relates to any personal experience of St Vincent's Hospice. We will never make this question mandatory, and only want to know the answer if you are comfortable telling us.

We will mainly use your data to:

- Provide you with the services, products or information you asked for
- Administer your donation or support your fundraising, including processing gift aid
- Keep a record of your relationship with us
- Manage your marketing preferences
- Understand how we can improve our services, products or information
- We will sometimes cross reference the data we hold to build a picture of the kind of people who are supporting us. We may use external sources to help us to do this but will always respect your privacy.
- We may also use external sources to help us keep your data up to date

Whatever it is about St Vincent's Hospice you are interested in, we want to be as tailored as we can in our communications to you. We also want to engage with you in the best possible way, to help us do this, we will sometimes cross reference things like what you are interested in and where you live to help us engage with you in a meaningful way. This is important because it cuts down on broad ranging communications and helps us ask for donations or give information based on what we know you would like to hear about.

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## **Direct Marketing**

### **What legal basis does St Vincent's Hospice have for processing your information?**

For the purposes of Direct Marketing – St Vincent's Hospice relies on the legal basis of "Legitimate Interests" to process you data for post and telephone calls and by "Consent" for email and text message communication.

### **Why do we use legitimate interest for post and telephone calls?**

The purpose of St Vincent's Hospice is to reach and care for patients and families across Renfrewshire and adjoining North Ayrshire affected by life limiting illness. We can only achieve this by building and developing relationships with both new and existing supporters. We depend upon traditional direct marketing techniques such as mail and telephone to keep our supporters updated about how they are making a difference to the patients and families at St Vincent's Hospice, and give them further opportunities to experience the joy of giving.

We will not contact anyone who has explicitly said they do not wish to be contacted.

### **When will you be contacted for fundraising purposes?**

#### **Email and other electronic channels**

We will only contact you for marketing purposes by email or other electronic means such as SMS if you have agreed to be contacted for these purposes.

#### **Telephone**

We may contact you for marketing purposes by telephone unless you have told us that you do not wish to receive telephone calls from us or you are registered with the Telephone Preference Service (TPS).

#### **Post**

We may send you correspondence by post about our work including occasional appeals unless you have told us that you do not wish to receive such information by post.

### **What communications will you receive?**

We will contact you to let you know about the progress we are making and to ask for financial and non-financial support. If you don't want to hear from us, that's absolutely fine, please just get in touch to let us know and we will make sure your wishes are followed. When you give us your information, or you get in touch with us we will assign

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you a St Vincent's Hospice record number.

We do not sell or share personal details to third parties for the purposes of marketing. But, if you attend an event run in partnership with another named organisation your details may need to be shared. We will be very clear what will happen to your data when you register.

### **What happens if you don't respond to the information we send?**

We will continue to communicate with you for as long as you continue to engage with St Vincent's Hospice by post plus three years and by phone plus two years. Thereafter your information will be suppressed until it is deleted from the database. Always remember though you can get in contact with us at any time to update your preferences.

### **How long do we keep your information?**

We generally retain your information as long as necessary, for a period of up to 7 years (for example, for Gift Aid for health and safety, risk assessment, and insurance purposes). We review our supporter database every year to make sure it is up-to-date and delete any data which is no longer relevant or that we are not entitled to retain.

### **How we combine and analyse information we collect about you**

As a fundraising organisation, we carry out targeted fundraising activity to ensure that we are contacting you with the most appropriate communication, which is relevant and timely and will ultimately provide an improved experience for 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 message.

We typically look at and combine information published in the media but other commonly used publicly available sources including company resources, the Electoral Register and any data you choose to make public on LinkedIn such as your professional memberships and networks. We may also use any publicly available data that you share on social media. We may use additional information such as geographical information for measures of affluence where available. In order to do this efficiently, we may use trusted third-party specialist companies that collate and analyse information from public registers alongside statistical social-economic data to automate some of this work. This helps us to understand more about your interests and level of potential engagement or donation.

Please note that before seeking or accepting major donations we are required to conduct a minimum level of due diligence. This is in accordance with our legal and regulatory obligations and our internal risk management policies and procedures. This

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means that if you opt out of analysis of your data, we may still conduct some analysis that is required to enable us to accept donations from you.

If you would prefer us not to use your data in this way, please email us at [fundraising@svh.co.uk](mailto:fundraising@svh.co.uk) or call us on 01505 705635.

## **Where we collect information about you**

We collect information in the following ways:

### **When you give it to us directly**

You may give us your information in order to sign up for one of our events, tell us your story, make a donation, purchase our products or communicate with us. Sometimes when you support us, your information is collected by an organisation working for us (e.g. professional fundraising agencies), but we are responsible for your data at all times.

### **When you give it to us indirectly**

Your information may be shared with us by independent event organisers; for example the London Marathon or fundraising sites like Just Giving or Kiltwalk. These independent third parties will only do so when you have indicated that you wish to support St Vincent's Hospice. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

### **When you give permission to other organisations to share it**

Depending on your settings or the privacy policies for social media and messaging services like Facebook, WhatsApp or Twitter, you might give us permission to access information from those accounts or services.

You may also provide permission for third party organisations to share your data with other third parties, including charities. You may do this when you buy a product or service, register with a website that runs competitions or register with a comparison site.

The information we get from those services depends on your settings or the responses you give, so you should regularly check them.

### **When we collect it as you use our website**

Like most websites, we use "cookies" to help us make our site - and the way you use it - better. Cookies mean that a website will remember you. They're small text files that sites transfer to your computer (or phone or tablet). They make interacting with a website faster and easier - for example by automatically filling your name and address

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in text fields.

In addition, the type of device you're using to access our website and the settings on that device may provide us with information about your device, including what type of device it is, what specific device you have, what operating system you're using, what your device settings are, and why a crash has happened. Your device manufacturer or operating system provider will have more details about what information your device makes available to us.

If you do not wish to accept cookies on to your machine you can disable them by adjusting the settings on your browser. However this will affect the functionality of the St Vincent's Hospice website.

### **Contacting us about your information**

Where possible we use publicly available sources to keep your records up to date. We really appreciate it if you let us know if your contact details change.

### **Your right to know what we know about you, make changes or ask us to stop using your data**

You have a right to ask us to stop processing your personal data, and if it's not necessary for the purpose you provided it to us for (e.g. processing your donation or registering you for an event) we will do so.

**Contact us on 01505 705 635 or [fundraising@svh.co.uk](mailto:fundraising@svh.co.uk) if you have any concerns.**

You have a right to ask for a copy of the information we hold about you. If you spot any mistakes, please let us know and we will correct them.

### **If you would like to talk to us**

If you have any questions, comments or suggestions, please let us know by contacting the Fundraising Team, St Vincent's Hospice, Midton Road, Howwood, PA9 1AF or email [fundraising@svh.co.uk](mailto:fundraising@svh.co.uk).

If you want to access your information, send a description of the information you want to see and proof of your identity **by post** to the Fundraising Team, St Vincent's Hospice, Midton Road, Howwood, PA9. We do not accept these requests by email.

## **CHANGES TO THIS PRIVACY NOTICE**

We may change this Privacy notice from time to time. If we make any significant changes in how we treat your personal information, we will make this clear on our website or by contacting you directly.

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