

## **Privacy Policy**

### **Introduction**

The processing of your personal data is carried out by, or on behalf of, Action Cancer. Action Cancer is a registered charity (NI 104170) and a registered company in Northern Ireland (NI18091).

Action Cancer needs to process data about individuals in order to carry out our day to day activities. We have many safeguards in place to protect your information.

If you have a query regarding the accuracy of your personal data then your query will be dealt with quickly by a member of our team.

If you have any other general queries about your information, you can contact our Data Protection Officer, Arlene McGeown at [amcgeown@actioncancer.org](mailto:amcgeown@actioncancer.org) or 02890803344.

### **General Use of Personal Data**

Our privacy policy takes into account several laws including:

- The Privacy and Electronic Communications (EC Directive) Regulations 2003
- General Data Protection Regulation (EU) 2016/679 (2018)

Generally, our processing of your personal information is allowed by these laws because we have a legitimate business interest to carry out this processing. Some processing may also be necessary so that we can perform a contract, because it is required by law or we believe it is in your vital interests.

### **The Principles of Data Protection**

#### **Policy Principles**

The General Data Protection Regulation (GDPR) sets out the data protection principles of the main responsibilities for organisations. Personal data must be:

- a) processed lawfully, fairly and in a transparent manner in relation to individuals;
- b) collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes;

c) adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;

d) accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay;

e) kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of individuals; and

f) processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.

### **Lawful basis for processing**

Action Cancer will only use your personal data, which we have gathered through the course of our activities, if we have a legitimate interest to process that data.

For employees, job applicants and directors, it is a condition of employment that Action Cancer processes your personal data. By applying for a role with us, you signify your agreement.

Everyone has the right to know what personal data Action Cancer holds about you and for this to be correct. Procedures for the management of personal data are in place and enquiries may be made as set out below.

Sensitive personal data is defined under the Act to include such matters as personal beliefs and health records. Action Cancer may have some information about your health, if you have contacted us for our services. We may share your information, if we believe it is in your vital interests e.g. by sharing test results with other medical professionals.

We may also have information about your personal beliefs, if required, for instance, by legislation (e.g. Fair Employment law) or by funders. We also process information about criminal convictions, if you apply for a job with us.

If Action Cancer holds sensitive personal data about you then this will only be disclosed with your explicit consent or if required by a legal or

ethical duty. These situations include if you may cause serious harm to yourself or others, when instructed by a Court to disclose information or when criminal activity, or knowledge of criminal activity, is revealed.

If you do not consent to Action Cancer processing your information, we will not be able to offer you our services.

### **Changing your details or how we contact you**

You can opt in or out of receiving general marketing communications or change your preferences (e.g. how you receive our communications) by emailing [info@actioncancer.org](mailto:info@actioncancer.org); by calling our fundraising team on weekdays between 9am – 5pm on 02890 803344 or by changing your contact preferences via our appointment booking link on our website [www.actioncancer.org](http://www.actioncancer.org).

Similarly, if your contact details have changed or you think any information we have about you is incorrect or incomplete, you can always update or correct the information we hold about you, via the same channels.

If you indicate that you do not wish to be contacted for general marketing purposes, we will maintain your details on a suppression list to help ensure that we do not continue to contact you. However, we may still need to contact you for administrative purposes, including (but not limited to):

- Providing you with information about a service you have booked, when it is time for a repeat appointment, or the follow up results
- Processing a donation you have made, and any related Gift Aid
- Providing you with the information you need to participate in an event or activity for which you have registered (e.g. a marathon or Bra Walk)
- Explaining if we have made a mistake

### **How do we collect your information?**

Most of the information we collect will come directly from you through your interactions with Action Cancer, e.g. when you book one of our services, make a donation, send or receive information, apply to work or volunteer with us, etc.

The information we collect is either needed to fulfil your requests or to enable us to provide you with a more personalised service. You don't have to disclose any of the information however, if you do choose to withhold requested information, we may not be able to provide you with certain services.

We may also receive information about you when you interact with third parties with whom we work. For example, where you have made a donation to us through a third-party website (e.g. Just Giving) or been referred by another service provider and given them permission to share your information with us.

We may supplement or check what we know about you with information that is available to the public. For example, in line with best practice, we cleanse our data regularly to keep it up to date with information, for example, about who has died or moved house.

We may collect information that does not identify you, for instance when you watch a video on YouTube or visit our website.

### **The information we hold**

Action Cancer holds both personal and sensitive data as defined by the legislation. We only collect the information we need. Access to your data will be restricted. We collect two kinds of information:

- non-personal information such as IP addresses (the location of the computer on the internet), pages accessed and files downloaded. This helps us to determine how many people use our sites, how many people visit on a regular basis, and how popular our pages are. This information doesn't tell us anything about who you are or where you live. It simply allows us to monitor and improve our service.
- personal and/or medical information (where appropriate).

For example for a service user, we may hold the individual's title, names, address, gender, date of birth, email address, telephone numbers, GP details, special needs, next of kin details, parent's name and contact details if the client is a child, cancer type or carer, medical history, therapy or counsellor notes, test results, appointment records, correspondence, client feedback, digital images (x-rays), and/or photographs of scars for evaluation purposes. We may also collect aggregated data for research and evaluation purposes, which may be shared with research agencies on an anonymous basis for analysis.

For a past, present, or potential donor, we may hold information such as name, address, email address, telephone numbers, contact preferences, interest in activities, appeal history, donor history, photographs of event attendance, bank details for setting up direct debits, employer details for processing a payroll gift, taxpayer status for claiming gift aid and date of birth, age, gender, photographs or passport details, only where appropriate (e.g. where registering for an event, such as a race or overseas trek).

For staff and volunteers, we may hold information such as name, address, date of birth, gender, email address, telephone numbers, next of kin, National Insurance number, photographs, Access NI, recruitment and selection notes, references, medical history, qualifications, insurance information, training record, car details, workplace accidents, criminal convictions, student loan or court proceeds; and perceived community background for Section 75 (NI Act) purposes, etc.

For suppliers and customers, we may hold your name, address, contact details and bank details.

We also use cookies on our websites. Please see [Our cookies policy](#) for further information.

### **Storing your information**

We take appropriate physical, electronic and managerial measures to ensure that we keep your information secure, accurate and up to date. We only keep it as long as reasonable and necessary.

Your information may be stored in a digital or paper format or on x-ray films.

Information is stored by us on computers located in the UK. We may transfer the information to other staff members off-site and to other reputable third party organisations as explained below. We may also store information in paper files. Sensitive information is always locked away.

We place great importance on the security of all personally identifiable information associated with our supporters, customers and service users. We have security measures in place to protect against the loss, misuse and alteration of personal data under our control. For example, only authorised personnel can access user information.

Where you, or we, have provided a password enabling you to access parts of our websites or use our services, it is your responsibility to keep this password confidential. Please don't share your password with anyone.

We will keep your information only for as long as we need it to provide you with the goods, services or information you have required, to administer your relationship with us, to inform our research into the causes and prevention of cancer or the preferences of our supporters, to comply with the law or best practice, or to ensure we do not communicate with people that have asked us not to. When we no longer need information we will always dispose of it securely, using specialist companies, if necessary, to do this work for us.

## **What do we do with the information?**

We will use the information to:

- fulfil your requests – such as providing services, processing donations or payments, entering competitions, participating in campaigns or events and provision of information
- pass on information about your health (particularly in reference to breast screening) to your GP and other medical professionals
- process sales and purchases transactions, donations, or other payments and verify financial transactions
- process applications and employment information
- handle orders, deliver products or services
- record contact we have with you
- prevent or detect fraud or abuses of our websites and enable third parties to carry out technical, logistical or other functions on our behalf
- carry out research on the demographics, interests and behaviour of our users and supporters to help us improve our service. This research may be carried out internally by our employees or we may ask another company to do this work for us
- provide you with information that we think may be of interest to you
- claim gift aid from HMRC
- provide anonymised information to funders, employers or the government
- advertise
- check our information is up-to-date and accurate using publically available information. We may use carefully selected specialist agencies to check our records e.g. for deceased donors or users, those who have new addresses or contact details.
- communicate with you directly about our services, activities and appeals. This may be carried out internally by our employees or we may ask a carefully selected partner to carry out work on our behalf.

## **Sharing your information**

We will generally only share your information with your explicit consent. We may also need to share your information, with or without your consent, under the following circumstances, if:

- We are legally required to do so, e.g. by a law enforcement agency legitimately exercising a power or if compelled by an order of the Court
- We believe you may cause serious harm to yourself or others

- We are providing a service as part of a contract
- When criminal activity, or knowledge of criminal activity, is revealed, for example concerns around child protection, drug-trafficking, fraud or anti-terrorism laws
- We believe it is in your vital interests to share medical information with a health professional
- We believe it is necessary to protect or defend our rights, assets, property or the personal safety of our people or visitors to our premises or websites
- We require legal advice or insurance cover

Action Cancer works with carefully selected partners to carry out work on our behalf. These partners may include organisations specialising in communications, ICT or research. The kind of work we may ask them to do includes mailing, texting, emailing and/or telephoning donors, processing donations, answering questions about products or services, processing appointments, writing new software, processing recruitment and employment data or carrying out research or analysis.

We may also use specialised agencies to help keep our data accurate and up-to-date by checking our service users and donor lists to check for anyone who is deceased/has moved address/gone away etc.

We only choose partners we can trust. We will ensure our partners adhere to our strict data protection policies and:

- abide by the statutory requirements
- treat your information as carefully as we would
- only use the information for the purposes it was supplied (and not for their own purposes or the purposes of any other organisation)
- allow us to carry out checks to ensure they are doing all these things.

We may also provide anonymised data (i.e. you will not be identifiable) to funders, employers or researchers.

## **Accessing Your Personal Data**

You have the right to see the personal data that Action Cancer holds about you and for that data to be corrected if it is inaccurate.

Minor requests about your personal data may be dealt with informally in the course of normal business administration.

If you wish to make a formal request for access to your personal data then this should be made in writing to Action Cancer. Please contact the Data Protection Officer, Arlene McGeown, in writing at Action Cancer, 1

Marlborough Park, Belfast, BT9 6XS, or by emailing [info@actioncancer.org](mailto:info@actioncancer.org) or by calling 02890 803344.

Your request must include:

- your name
- your address
- a description of the information you wish to obtain
- any details which may help Action Cancer find your identity e.g. identification numbers or your relationship to Action Cancer – current or former service user or donor, current or former staff member etc.

To ensure confidentiality, we will need evidence which confirms your identity. A copy of a photo ID and proof of your address, such as driving licence or passport, and an energy bill would be acceptable. We will keep this information securely, and in accordance with the Data Protection legislation.

If you are making a request on behalf of someone else, please include proof of their permission for you to do so, or provide evidence of a power of attorney, court order, or health professional evidence that they are unable to provide consent.

### **Right of erasures**

You have the right to be forgotten and can request the deletion of your personal data where there is no compelling reason for Action Cancer to continue processing it.

### **Further Information**

If you have any general queries about your information, you can contact our Data Protection Officer, Arlene McGeown at [amcgeown@actioncancer.org](mailto:amcgeown@actioncancer.org) or 02890803344.

For more information about your rights, please see the website of the Information Commissioner's Office at [ico.org.uk](http://ico.org.uk).