

**Liver Cancer Surgery Appeal (LCSA) Privacy Policy**  
(Includes the General Data Protection Regulation, 2018)

## **1. Introduction**

At the Liver Cancer Surgery Appeal (LCSA), we rely on the generosity and support of private individuals like you to carry out our vital work. That is why we want to be completely transparent about why we need the personal details we request when you support us and how we will use them.

### **Who we are**

The LCSA is dedicated to raising funds for the treatment of patients with liver cancer. The charity was set up in 1997 with the specific objective of raising funds to buy equipment for liver cancer surgery and, in addition, for research purposes to improve outcomes for patients with liver cancer.

In 2004 the Regional Hepaticopancreatobiliary (liver pancreas, gallbladder) Unit for Surrey and Sussex was established at the Royal Surrey County Hospital in Guildford. This unit now has five HPB surgeons dedicated to carrying out surgery of the liver, pancreas and bile ducts. The equipment for liver surgery for all these surgeons has been provided by the LCSA. The long-term objective of the LCSA is to continue funding this expanding unit's clinical and research work.

The LCSA is a registered charity in the South East of England (charity number 1061703), independent of the NHW and we rely entirely on public support for our vital work. The LCSA's registered address is Beech Trees, Colekitchen Lane, Gomshall, Guildford, GU5 9QB.

## **2. Why and how we hold and process supporters' personal data**

The LCSA takes great care to preserve your privacy and safeguard any personal details you share with us. We aim to be clear about why we collect your information, how and when we do this and not do anything you wouldn't reasonably expect. Examples of your personal information would include your name, address and email address.

### ***Why we hold and process our supporters' personal data:***

- To keep a record of donations made and actions taken by our supporters and our communications with them
- To claim gift aid on donations
- To send our supporters marketing information about our projects, fundraising activities and appeals where we have their consent or are otherwise allowed to
- To support community based fundraising and campaigning
- To ensure we do not send unwanted information to supporters or members of the public who have informed us they do not wish to be contacted

### ***How we collect our supporters' personal data***

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

You may give us your personal data directly when you make a donation, sign up for one of our events or when you communicate with us (e.g. writing to us or sending an email).

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

You may give us your information indirectly when you sign up to fundraising sites like Just Giving. Just Giving is an independent third party who will pass your data to LCSA where you have indicated that you wish to support the LCSA and have given your consent or it is a necessary part of completing a contract with you.

### **3. How the LCSA collect information**

We may collect information about you whenever you interact with us. For example, when you contact us regarding our activities, register as a campaign supporter, sign up for an event or make a donation to us, you may specifically and knowingly provide us with your personal information.

We may also receive information about you from third parties – for example, where you've given them permission to share your information or where we gather information from publicly available sources as discussed below.

### **4. What information the LCSA collect**

The information we collect is relevant to the type of transaction you are entering into with details such as your name, email address, postal address, telephone or mobile number, bank account details to process donations and whether or not you are a tax payer so that we can claim gift aid.

We do not collect "sensitive personal data" about our supporters, such as date of birth or medical information.

We may collect some, or all, of this information when you visit our website, depending on how you use it. However, you can use our website without giving us any personal information and we won't know who you are.

### **5. How the LCSA use your information**

We may use your information in a number of ways and for a number of purposes including:

- To provide you with information, products or services that you have requested from us or that we feel may be of interest to you where you have consented to being contacted;
- To provide you with information about our work or our activities where you have agreed to receive communications from us;
- To process donations we may receive from you;
- To fundraise in accordance with our internal policies and procedures;
- For administrative purposes (for example, we may contact you regarding an event for which you have registered or with a query regarding a donation you may have made to us);
- For internal record keeping relating to any donations, feedback or complaints;
- To invite you to participate in voluntary surveys or research;
- To contact you where you have been identified as a contact person for an organisation, (if we obtain your contact details in this way, we will only use them to contact you in your capacity as a representative of that organisation);

## **6. Marketing**

The LCSA may use the information you have provided us with to contact you for marketing purposes, for example keep you up to date on our work, or let you know of ways in which you can support that work only where we have your consent to do so. If you have provided us with your postal address, email or telephone number, we may send you this information through these means unless you have told us that you would prefer not to receive information in this way.

We promise to make all reasonable efforts to keep your details secure and as required by law, we will never share your details with other organisations to use for their own purposes. Please be assured that we will never pass the information you have provided on to any third parties for marketing purposes.

If you have indicated that you do not wish to be contacted for marketing purposes, we will maintain your details on a suppression list to help ensure that we do not continue to contact you.

We will generally treat any marketing consent you give us as lasting for 24 months, at which point we will renew your consent. However, the only exception we will apply is where you have committed to giving us a regular donation (usually monthly). In this situation, and unless you withdraw your consent, we will treat consent as enduring until you cancel your donation, at which point your consent will expire 24 months after the last donation. This is to enable us to keep you up to date with the impact of your gifts, and to ask whether alternative means of support would be of interest.

If at any point you would like to opt-out of receiving communications from us, or would like to change the channels (such as email or post) that we use to contact you, please contact our Data Protection Officer, Jo Woodfield, at [livercancersurgeryappeal@yahoo.co.uk](mailto:livercancersurgeryappeal@yahoo.co.uk) or you can write to her at Data Protection Officer, Beech Trees, Colekitchen Lane, Gomshall, Guildford, GU5 9QB.

## **7. Consent**

By giving us your personal information, you consent to us collecting and using that information in the ways that we describe in this privacy policy and / or that you have specifically consented to. Where we need your consent, we will always ensure that you are as fully informed as possible at the time on what we do with your information, with whom it may be shared and how long we will keep it. This is in line with the requirements of the 2018 General Data Protection Regulation and other relevant legislation. You can alter your preferences as described below.

## **8. How long the LCSA will keep your personal data**

The LCSA will hold your personal information on our systems for as long as is necessary for the relevant activity, for example we will keep a record of donations subject to gift aid for at least seven years to comply with HMRC rules.

If you request that we stop sending you marketing materials we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.

Legacy income is vital to the running of the charity. We may keep data you provide to us indefinitely, to carry out legacy administration and communicate effectively with the families of people leaving us legacies. This also enables us to identify and analyse the source of legacy income we receive.

Where you contribute material to us, e.g. user generated content or in response to a particular campaign we will only keep your content for as long as is reasonably required for the purpose(s) for which it was submitted unless otherwise stated at the point of generation.

### **9. Updating and accessing your personal data held by the LCSA**

The accuracy of your information is really important to us. We want to ensure that we are able to communicate with you in ways that you are happy with, and to provide you with information that is of interest. If you wish to change how we communicate with you, or update the information we hold, then please contact us at [livercancersurgeryappeal@yahoo.co.uk](mailto:livercancersurgeryappeal@yahoo.co.uk) or Beech Trees, Colekitchen Lane, Gomshall, Guildford, GU5 9QB.

You have a right to ask us to stop processing your personal information, and if it's not necessary for the purpose you provided it to us for (e.g. processing your donation, claiming gift aid, or registering you for an event) we will do so. Contact us at [livercancersurgeryappeal@yahoo.co.uk](mailto:livercancersurgeryappeal@yahoo.co.uk) or Beech Trees, Colekitchen Lane, Gomshall, Guildford, GU5 9QB if you have any concerns.

Under the 2018 General Data Protection Regulation (GDPR) you have the right to request a copy of the personal information we hold about you and to have any inaccuracies corrected. If there are any discrepancies in the information we provide, please let us know and we will correct them.

In relation to all of these rights, please email or send a description of the information you want to see and proof of your identity by post to Beech Trees, Colekitchen Lane, Gomshall, Guildford, GU5 9QB. We do not accept these requests by email so we can ensure that we only provide personal information to the right person.

We will respond to your requests within all applicable timeframes (in accordance with the Information Commissioner's Office guidelines).

In certain circumstances (e.g. where required or permitted by law) we might not be able to provide you with access to some of your personal information, but where appropriate we will notify you of the reasons for this.

If you have any questions please send these to [livercancersurgeryappeal@yahoo.co.uk](mailto:livercancersurgeryappeal@yahoo.co.uk), and for further information see the Information Commissioner's guidance at <https://ico.org.uk/for-the-public/personal-information/>

## **10. Links to third party websites**

We collect personal data from our third party company Just Giving only when you have consented (through Just Giving) for this personal data to be passed on to the LCSA. We are not responsible for the privacy policies of third party websites. We advise users to read the privacy policies of other websites before registering any personal information.

## **11. Security**

We ensure that there are appropriate controls in place to protect your personal details. For example, our supporter databases are always security protected and routinely monitored.

We ensure that your information is only accessible to appropriately trained individuals including the LCSA Trustees and volunteers.

We collect personal data from our third party company Just Giving only when you have consented (through Just Giving) for this personal data to be passed on to the LCSA. Please see Just Giving's privacy policy for how they collect and process your personal data.

If you have any questions about security please contact us at [livercancersurgeryappeal@yahoo.co.uk](mailto:livercancersurgeryappeal@yahoo.co.uk) or Beech Trees, Colekitchen Lane, Gomshall, Guildford, GU5 9QB.

## **12. Notification of changes**

This page will hold the latest information regarding our privacy and fair processing notification and we will refer to it when we ask you for your consent.

We may update the terms of this policy at any time, so please do check it from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address you have provided to us or by placing a prominent notice on our website. By continuing to use our website you will be deemed to have accepted such changes.

## **13. Privacy Policy concerns**

If you have any concerns about this policy please contact us at [livercancersurgeryappeal@yahoo.co.uk](mailto:livercancersurgeryappeal@yahoo.co.uk) or Beech Trees, Colekitchen Lane, Gomshall, Guildford, GU5 9QB.

You also have the right to make a complaint direct to the UK's data protection authority, the Information Commissioner's Office (ICO). The ICO can be contacted at: <https://ico.org.uk/global/contact-us/>

This privacy policy (version 1.0) was updated 17<sup>th</sup> April 2018