

ELHF Fair Processing of Data

Introduction

The Edinburgh and Lothians Health Foundation aims to improve the physical and mental health of the people of Scotland, in particular in Edinburgh and the Lothians. It provides funding and makes grants to support projects and initiatives not normally funded by the health service.

Where we collect information about you from

We collect information in the following ways:

- When you give it to us DIRECTLY

You may give us your information when you make a donation, or communicate with us

When you give it to us INDIRECTLY

Your information may be shared with us by independent event organisers, for example Walk the Walk or fundraising sites like Just Giving or Virgin Money Giving. These independent third parties will only do so when you have indicated that you wish to support The Edinburgh and Lothians Health Foundation and with your consent. ELHF Privacy Policy will apply at all times in this case.

- When you give permission to OTHER ORGANISATIONS to share or it is available publicly

We may combine information you provide to us with information available from external sources in order to gain a better understanding of our supporters. The information we get from other organisations may depend on your privacy settings or the responses you give, so you should regularly check them. This information comes from the following sources:

Third party organisations

You may have provided permission for a company or other organisation to share your data with third parties, including charities. This could be when you buy a product or service, register for an online competition or sign up with a comparison site.

Social Media

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.

Information available publicly

This may include information found in places such as Companies House and information that has been published in articles/ newspapers.

- When we collect it as you use our WEBSITES OR APPS

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 in text fields. There are more details in our **Cookie Policy**

In addition, the type of device you’re using to access our website or apps 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.

What personal data we collect and how we use it

The type and quantity of information we collect and how we use it depends on why you are providing it.

Supporters

If you support us, for example make a donation we will usually collect:

- Your name
- Your contact details
- Your bank or credit card details.

Where it is appropriate we may also ask for:

- Why you have decided to donate to us. We will never make this question mandatory, and only want to know the answer if you are comfortable telling us.

We will use your data to:

- Provide you with information you asked for
- Administer your donation, including processing gift aid
- or support your fundraising, including processing gift aid
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Understand how we can improve our services, or information.

If you enter your details onto one of our online forms, and you don't 'send' or 'submit' the form, we may contact you to see if we can help with any problems you may be experiencing with the form or our websites.

We may also use your personal information to detect and reduce fraud

We may also collect and retain your information if you send feedback about our services or make a complaint.

Building profiles of supporters and targeting communications

We use profiling and screening techniques to ensure communications are relevant and timely, and to provide an improved experience for our supporters. We do this because it allows us to understand the background of the people who support us and helps us to make appropriate requests to supporters.

When building a profile we may analyse geographic, demographic and other information relating to you in order to better understand your interests and preferences in order to contact you with the most relevant communications. In doing this, we may use additional information from third party sources when it is available.

Such information is compiled using publicly available data about you, for example addresses, listed Directorships or typical earnings in a given area.

Direct Marketing

With your consent, we will contact you to let you know about the progress we are making and to ask for donations or other support. We make it easy for you to tell us how you want us to communicate, in a way that suits you. Our forms have clear marketing preference questions and we include information on how to opt out when we send you marketing. If you don't want to hear from us, that's fine. Just let us know when you provide your data or *contact us on 0131 465 or email ELHF@nhslothian.scot.nhs.uk*.

We will never sell or share personal details to third parties for the purposes of marketing.

Sharing your story

Some grant recipients choose to tell us about their project which we have grant aided and are happy for us to use these stories in publicity about the work of the ELHF. We will always seek your prior explicit consent for any publicity of this kind.

How long do we keep your data on record?

To make sure that our records are as up to date and accurate as possible ELHF will undertake an annual review of data and will cleanse its database every year to delete those supporters who are no longer at that address or who have passed away. We will retain any financial records for a minimum of seven years as required by HMRC

We will delete records:

If you have asked us to delete them If we contact you twice within a period of seven years and do not hear from you

Amending your records

You can amend your records with us at any time. For example if you have moved house, or you have changed your mind on how you would like us to contact you.

Please 0131 465 or email ELHF@nhslothian.scot.nhs.uk. To view our privacy policy, please visit www.elhf.co.uk

What do I do if I have a complaint?

ELHF aims to resolve any complaints as swiftly as possible. (See attached Complaints policy and Procedure)

If your complaint is regard to data protection issues you should in the first instance write to Jill Snowdon, Data Protection Officer, Jill.M.Snowdon@nhslothian.scot.nhs.uk Edinburgh and Lothians Health Foundation.

[Click here to see our Complaints Policy](#)

The data controller for The Edinburgh and Lothians Health Foundation is *NHS Lothian. Tracey McKinley Information Governance Manager*, e-mail Tracey.McKinley@nhslothian.scot.nhs.uk