

Acorns Privacy Notice

Acorns Children's Hospice Trust is committed to protecting your personal information. This privacy policy explains how we collect and use data about you, whether your data will be shared with anyone else, and the ways you can control how your data will be used in the future.

We do this not just because we are legally required to do so in line with data protection regulations but because we believe it is the right thing to do.

At Acorns we want to be trusted with your information and your care and be respected for our professionalism.

As an organisation, Acorns is registered with the Information Commissioner's Office (ICO) in accordance with the General Data Protection Regulations (GDPR).

Our registered charity number is 700859.

Under data protection regulations, we are required to appoint a Data Protection Officer who ensures your information is always handled securely and in accordance with the law.

Our Data Protection Officer is **Elizabeth Jones, Senior Data Systems Manager**. Email: DPO@acorns.org.uk

Should you wish to contact us about the way we use your information, you can contact our Data Protection Officer by telephone on **01564 825 000** by email DPO@acorns.org.uk or by post at **Acorns Children's Hospice, Drakes Court, Alcester Road, Wythall, Birmingham B47 6JR**.

You can always update the way in which we communicate with you, or ask us to stop contacting you by updating your preferences at: www.acorns.org.uk/update-preferences

Accessibility

If you, or someone you know, wish to receive this privacy notice in a different format, such as large print, braille, audio recording, or translated into a different language, please contact us by telephone on **01564 825 000**, by email at supporter.services@acorns.org.uk or by post at **Acorns Children's Hospice, Drakes Court, Alcester Road, Wythall, Birmingham B47 6JR**.

Your individual rights

Under data protection regulations, you have rights over how your personal information is used by others.

Right to access: You have the right to access the personal information we hold about you. If you wish to see it, you can submit a request to our Data Protection Officer who will

respond within one month. Depending on the nature of your request, we may need to seek further clarification from you or gain confirmation of your identity before the information can be provided.

Right to rectification: If the information we hold about you contains errors; you have the right for it to be corrected. We have measures in place to keep our information updated, but if you notice anything wrong with the information we are using, please let us know and we will update it as soon as we can.

Right to erasure: You have the right to request we erase the information we hold about you from our records if you think it is no longer required. Where possible, we will always comply with a request for erasure, however in many cases it will not be possible to erase all information about you, because there may be legal or contractual reasons why we need to keep certain details. If any of your details cannot be erased, we will tell you and explain the reasons.

Right to restriction: If you think your personal information is being used for things it shouldn't be, you have the right to request we stop using it that way. As with erasure, there may be legal or contractual obligations why we need to continue using information in particular ways.

Right to portability: There may be times when you want a particular portion of the information, we hold about you to be moved or made portable. For example, if you're an employee, you might want us to give you a list of all the training courses you have attended, to put on your CV perhaps. You have a right to receive information you have provided to us in a structured, commonly used and machine-readable format. This right only applies when the information has been collected and used on the basis of consent or a contract.

Right to objection: You have the right to object to us collecting and using your information when it is being done on the basis of legitimate interests, or for direct marketing, or research. We will inform you at the point we start collecting your information if this right applies. Any objections will be considered and complied with unless there is a lawful exemption.

We will endeavour to inform you about your rights and uphold them at all times. If you believe we have infringed upon your rights, we encourage you to contact our Data Protection Officer who will work with you to resolve the matter in a way that satisfies both you and the law. If for any reason you are unable to resolve the matter with us, you can escalate your concerns to the [Information Commissioner's Office](#), who is the UK's independent authority responsible for upholding information rights in the public interest.

What information do we collect and how do we use it?

Personal information is any information that can be used to identify you, such as a name, address, telephone number, email address, or more rarely - bank account details, NHS number, and even electronic identifiers such as your internet protocol (IP) address.

The amount of information we collect and use about you will vary depending on your

relationship with Acorns. We always make sure there is a legal basis in data protection law before we start collecting and using your information.

The main legal bases we rely on are:

- > **Consent** - Where you have given us clear and informed permission.
- > **Contractual** - Where there is a contract between you and us.
- > **Legal obligation** - Where a law says we must.
- > **Legitimate interests** - Where it is necessary for our charitable aims and the benefits have been carefully balanced against respect for your privacy, your information rights, and your expectations.

We review individual consents on a rolling three-year basis.

In line with best practice if you have not updated your consent (sometimes known as Opting In), during the last three years, we will contact you to ask if you wish to renew this.

If your child receives care from us, we update your consent at each time your child stays with us at our hospices, or at least annually.

Where we use legitimate interest to maintain contact with you, we will review this on a seven-year rolling basis.

If you have not engaged with us in the last seven years, we will contact you to discuss if you wish your contact details to remain on our system.

Sharing your Information

We will only share your information if:

- > We are legally required to do so, for e.g. to ensure we are safeguarding our children and families, or, we are required by a law enforcement agency, or if compelled by a Court Order, or because it is a condition of a contract we hold with a statutory partner, e.g. a CCG who is paying specifically for your care.
- > We believe it is necessary to protect or defend our rights, property or the personal safety of our staff and volunteers, or visitors to our premises or websites.
- > We are working with a carefully selected partner that is carrying out work on our behalf.

Partners may include our payroll services, lottery agency, marketing agencies, ICT specialists, data systems maintenance, and research firms. The kind of work we may ask them to do includes processing, packaging, mailing and delivering purchases, answering questions about products or services, sending postal mail, emails and text messages, carrying out research or analysis, and processing card payments.

We only choose partners we can trust, and we will only pass personal data to them if they have signed a contract that requires them to:

- > Abide by the requirements of the Data Protection Act 2018 (The UK Implementation of the General Data Protection Regulations)
- > 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.

Where we have indicated information may be shared, we always ensure the people receiving your information uphold the same information security standards as we do. This will often be specified in writing as part of a contract or information sharing agreement. All staff, volunteers and agents of Acorns are bound by strict duties of confidentiality.

In rare circumstances, we may be obliged to share your information without forewarning. For example, if we believe you may be at risk of harm or there is a public health risk, we may have a legal or professional duty to share information about you with the authorities. In all such cases, the sharing will be reviewed by our Caldicott Guardian and will only happen if they believe it is absolutely necessary.

There may also be times when we are legally required to share information about you with the authorities. For example, if you come to harm due to a work-related accident at the hospice or one of our shops, we are required to give your name, address and age to the Health & Safety Executive under the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR).

We assure you that your information will never be swapped, shared with or sold to any third parties for the purpose of marketing or monetisation.

Keeping your information secure

We take the security of your personal information very seriously. All staff and volunteers who handle personal information are required to complete training on information security once per year at a minimum. We also carry out regular audits and inspections to make sure our security controls are effective and reliable. Within the organisation, access to information is controlled, so that no one can use personal information unless they have a business reason to do so. If information needs to be taken outside our premises, we take extra precautions to keep it as safe as we can. **When information is no longer required, it is archived or securely destroyed in accordance with the law.**

Only staff who have been appropriately trained are allowed to handle credit or debit card information. Credit and debit card details are used immediately and securely destroyed as soon as the payment has been processed.

Responsibilities and accountabilities for information security are clearly defined. We have a Data Protection Officer responsible for compliance with data protection regulations. We also have a Caldicott Guardian who is responsible for protecting people's confidentiality, in accordance with NHS information sharing rules.

Our Caldicott Guardian is **Emma Aspinall - Director of Care**. Email Emma.Aspinall@acorns.org.uk

We value transparency and improvement. If we think your personal information may have

been misused, we will investigate the incident and let you know about it. In the most severe cases, we may also notify regulatory bodies such as the Information Commissioner's Office or the Care Quality Commission, as required by law. As a regulated healthcare provider, we have a [Duty of Candour](#) to inform you about mistakes, apologise for them, and support you while we work to resolve them.

Keeping your information

We only keep information as long as is necessary for the purpose it was collected for. Depending on the details, your information could be used and securely disposed of very quickly, or it could be necessary for us to keep your information for many years to comply with archiving or insurance requirements.

As a general guideline:

- > **Healthcare information** about patients and other service users will be kept for eight years from the date of discharge or death, or in the case of children, until their 25th birthday, whichever is longer
- > **Financial information** about donors, supporters, customers and suppliers will be kept for seven years from the date of last entry into the record
- > **Publicity photographs** and case studies will be kept for three years from the date permission was granted to use them by the subjects
- > **Employment and volunteering** information about staff and volunteers will be kept for six years from the date employment or volunteering ceases.

There may be exceptions to these timeframes, such as certain employment and incident records which we have to keep for 25 years.

A third party may be involved in the storage or destruction of your records. For example, we may use a company to digitise paper records so they can be retained more securely and easily, or we may use a company to collect and securely dispose of paper records in bulk. Whenever we use a third party, the companies are vetted and are bound by contracts containing strict confidentiality and data protection requirements.

However long we need to keep information, we ensure that only the minimum amount of data required will be kept.

Care and Family Service Users

We collect health information on the basis of us providing you and your child with a service and your consent when you choose to access our services. Using this information enables us to deliver the best possible care to your child and family and improve our services going forward.



You have the right to object to us collecting and using this information, however it may not be possible to continue providing care and support services to your child and your family without it.

If your child is accessing our care services, we collect information about their health and wellbeing in order to help us tailor our care services to effectively and safely meet their specific needs. This may include details about their diagnosis, medical history, medication, test results and notes from other care providers about the care and support they have given them in the past.

This information is usually provided to us by other care providers who have referred them to our services. Your child can only be referred to us if the parent or legal guardian has provided consent for the referral.

When your child is referred to us and starts to access our services, we check the information with you to make sure it is accurate, and we ask your permission to continue sharing health information with other care providers in the future, so that everyone involved in your child's holistic care has accurate details about them. The types of care providers we normally share with include GPs, Hospital Consultants, community nursing services, social workers, and healthcare co-ordinators.

We will share some of your details with local NHS partners, such as Clinical Commissioning Groups, to support planning of local health services and funding. Where possible, information shared with NHS partners will be anonymised or pseudonymised to protect your and your child's privacy. Under the National data opt out you have the right to ask us not to share any information for research and planning purposes.

Sometimes we are requested to share information to inform research to improve future care or services. Under the National data opt out you have the right to tell us not to share any of your information.

if you are a relative of a child accessing support services, we collect information about your health and wellbeing to manage your support needs.

This may include details about your emotional wellbeing, mental health, family circumstances and welfare entitlements. This also applies to any brothers or sisters (siblings) of the child we provide care to, if they access our sibling support services.

We will only collect this information from you directly, and we won't share it with anyone without your permission unless there is a legal reason to do so.

We recognise your health information is sensitive and take great care to keep it secure. Only those who need to use your information to deliver effective and high-quality care are allowed access to it. This will include clinicians such as nurses, doctors, but also non-clinicians such as administrators, and our data team who manage our records system. When sharing your information with other care providers, we make sure the recipient needs that information for care purposes before doing so, and only send it using secure channels.

Our regulatory body, the Care Quality Commission (CQC), or NHS organisations who commission services from us, may also ask to view relevant information from these records and/or seek feedback from you about the service we provide. This is part of ensuring the quality of the service we deliver, and any information shared is shared on a "need to know basis"

We may also share information with local organisations, or commissioners, to gain commissioned care funding Under the National data opt out you have the right to tell us not to share this information but this may affect the services we are able to offer you. We will discuss this with you carefully if this is the case.

We value your input in promoting Acorns and providing feedback about our services. We will always ask for your consent to use your information (including photographs) in relation to publicity and when requesting feedback or when involving you in surveys or consultations.

In rare circumstances, we may be obliged to share your information without forewarning or without your consent. For example, if we believe you or your child may be at risk of harm or there is a public health risk, we may have a legal or professional duty to share information about you with the authorities. In all such cases, the sharing will be reviewed by our Caldicott Guardian and will only happen if they believe it is absolutely necessary.

We have a Data Protection Officer responsible for compliance with data protection regulations. We also have a Caldicott Guardian who is responsible for protecting people's confidentiality, in accordance with NHS information sharing rules.

Our Caldicott Guardian is **Emma Aspinall, Director of Care**. Email Emma.Aspinall@acorns.org.uk

Our Deputy Caldicott Guardian is **Ann Smallman, Head of Governance Quality and Engagement** Email Ann.Smallman@acorns.org.uk

As a regulated healthcare provider, we have a **Duty of Candour** to inform you about mistakes , apologise for them, and support you while we work to resolve them. As a learning organisation we make every effort to ensure mistakes are not repeated.

Donors, Supporters and Customers



If you donate money or goods to us or participate in fundraising or publicity activities in aid of Acorns, we collect administrative information about the support you have provided to us.

This may include contact details, payment history (including bank details in some cases), communication history, event participation details, pledges you have made and publicity photos or case studies you have provided. This information is always given to us by you, either directly or indirectly (with your permission) and via online giving services (such as [JustGiving](#)).

We collect your information on the basis of consent and legitimate interests. Using this information enables us to build a lasting relationship with you and the community at large. You have the right to object to us collecting this information or restricting the way we use it, although this may limit the amount of fundraising you are able to do for us.

Many of our supporters who participate in events to raise funds for Acorns set up a personal page on a specialist website (e.g. JustGiving or Virgin Money Giving) designed to help individuals and charities raise money and maximise the use of Gift Aid. Personal data provided by Acorns supporters for this purpose to their chosen online fundraising platform is passed to Acorns. We store this information in our database and use it to communicate with our supporters about their fundraising activities.

Some of our fundraising activities are set up for young children to participate in with their parent or guardian. Parents or guardians entering their children in one of these events will be asked on the relevant fundraising page or on their sponsorship form if they wish to share the child's first name with us.

If the parent or guardian gives us the child's name, we will add it to the parents record on our database, and we will only ever contact your child to thank them for their participation.

We will never send marketing materials to a child.

We will tell parents why we are asking for the child's name and they will have the option not to share that information with us.

If you are a customer in one of our retail shops, we will process your payment card details if you choose to pay by credit card or debit card. Your payment card details are only used for the immediate payment being made; the details are destroyed immediately afterwards.

Only trained staff can process your payment card details for payments you make to Acorns.

We may ask you if you wish to register for [Gift Aid](#) as a way of increasing the value of your donation. This can apply to either the monetary sales value of a stock donation, or a

straightforward monetary donation. These are managed through two separate Gift Aid systems. For your Gift Aid registrations to be valid, we will require your name and address details. Information from Gift Aid forms is only ever shared with HM Revenue and Customs.

We may share your fundraising information (but not publicity information) with companies who support us in our fundraising activities, such as mailing houses who are acting on our behalf to circulate our publicity materials. We will never sell your information.

To keep your information up to date, we may from time to time use publicly available sources. For example, the Royal Mail's [National Change of Address Update](#) if we get a piece of direct mail returned to us marked as gone away/not at this address.

To help build a snapshot of the type of people who support us currently or may support us in the future and to help us with our planning and fundraising, we may profile you or your company based on publicly available data, such as your demographics, your geographical location and, in rare cases, your estimated wealth. If you don't wish to be included in this, you can opt out at any time by contacting us by telephone on **01564 825 000**, by email at supporter.services@acorns.org.uk or by post at **Acorns Children's Hospice, Drakes Court, Alcester Road, Wythall, Birmingham B47 6JR**.

If you choose to support us by getting involved in publicity work, we collect your photographs and case studies on the basis of consent. Using this information helps us communicate our charitable aims to the public and build support. You can withdraw your consent for your photographs or case studies to be used at any time by contacting us. We will not use a photograph or case study for longer than three years without renewing your consent.

We like to keep our donors and supporters updated with news about the charity and upcoming events.

If you would rather not receive news or marketing information from us, you can update your communication preferences at www.acorns.org.uk/update-preferences

Alternatively please contact us by telephone on **01564 825 000**, by email at supporter.services@acorns.org.uk or by post at **Acorns Children's Hospice, Drakes Court, Alcester Road, Wythall, Birmingham B47 6JR**. Or by contacting the [Fundraising Preference Service](#).

We will give you the opportunity to update your communication preferences whenever we send you marketing by email or post.

Our fundraising staff follow the Fundraising Code of Conduct on treating donors fairly. The code of Conduct is issued by the Institute of Fundraising and regulated by the Fundraising Regulator.

Information about website visitors

We love cookies. And we think that you should too. Cookies are not just tasty snacks, but

also very clever pieces of code that help us provide a better experience to you on our website. Cookies allow us to improve our website, in turn; improving our fundraising to help us raise the £15 million needed each year to run our services.

There are four broad types of cookies, these include:

- > **Necessary** – Necessary cookies help make our website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies. These are set automatically. They contain no information about you as an individual.
- > **Statistics** – Statistics cookies are used to track visitors on our website. They allow for reports to be generated on user behaviour, on what pages are accessed, interaction with the site and session duration, as well as general demographic data that is not personally identifiable. These are only set if you choose to 'accept' cookies to be set on your device.
- > **Marketing** cookies are used to track visitors across different websites. To measure the effectiveness of our advertising. And, to display ads that are more relevant and engaging for you as a user on third party websites. These are only set if you choose to 'accept' cookies to be set on your device.
- > **Preference** cookies help store a user's preferences after leaving a website. This is to help provide a better experience when they return, such as their language preferences. These are only set if you choose to 'accept' cookies to be set on your device.

You can learn more about cookies by visiting www.allaboutcookies.org.

When you visit our website for the first time, we will ask your permission to collect basic information about your visit through cookies. You have the choice to set your preferences, either to 'accept' the use of cookies or to 'decline' them. If you choose not to accept cookies on our website, no cookies will be set on your device, except for strictly 'necessary' session cookies that are required for the functioning of our website. If you choose to accept cookies, your internet browser will start setting cookies automatically as you travel around our website. The information we collect through cookies will include: details about how often you visit our website; where you came from before visiting the website; which pages you looked at during your visit; plus any details the website needs to remember about you individually, such as when you tell the website to remember your login details, or when you tell a notification to stop appearing.

As well as our own website cookies, we also use Analytics to allow us to track how popular our website is and record visitor trends over time. We analyse this data to help us improve the way that our website works and provide you with a better experience. Analytics uses a cookie to help track which pages are accessed. This information will only be shared with Google if you choose to accept cookies on our website.

Find out more about [Google Analytics](#).

Some of the pages on our website may have embedded features from third-party services, such as Facebook or YouTube. These services may collect their own cookies. For information about how these other third parties use their cookies, and how you can disable

them if you wish, please refer to their own Privacy Notices, available on their websites.

We collect information from your cookies on the basis of consent. You can withdraw your consent at any time by updating your cookie preferences on our website. Your cookies will only last 30 days from the date you last visited our website, so we may need to ask for your consent again if you visit after this timeframe.

Staff and volunteers



If you work or volunteer for us, as a staff member or a volunteer, we collect information during your recruitment and ongoing work.

This may include your contact details and those of your next-of-kin, bank details (for paying salaries or out-of-pocket expenses), personnel references and background checks, sickness and occupational health records, pension information and disciplinary records.

This information is mainly provided directly by you but may be obtained from your manager or a past employer. We only share your work information when it is necessary for the fulfilment of your employment contract and to provide the benefits and support promised to you as a worker. For example, if you are a staff member, your bank details will be shared with our payroll provider, so your salary is always accurate and arrives on time. In order to comply with pension automatic enrolment legislation, we will supply our pension provider with information on all employees in order for them to assess pension eligibility.

We collect work information about paid staff on the basis of contractual obligation. Using this information enables us to comply with employment law and act as a responsible and supportive employer. In most cases you do not have the right to object to us collecting your work information, or restricting how we use it, because to do so would cause a breach of the employment contract between you and us. However, in the rare cases where you do have this right, we will inform you and give you the choice.

We collect work information about volunteers on the basis of legitimate interests. Using this information enables us to build a lasting relationship with you and maximise the benefits of your volunteering. You have the right to object to us collecting your work information or restricting the way we use it, although this may limit the ways in which you are able to volunteer for us.

If you are under 18 years of age and volunteer with us, we will record your details on our database as a volunteer but will not use your details for any other form of communication.

During recruitment, you may be asked to provide sensitive personal details, such as your ethnicity, religious belief, or sexual orientation. This information is collected solely for the purpose of equality monitoring, helping us ensure we have an inclusive and diverse workforce. Only authorised staff may access this type of information, and whenever it is used, we make sure it is kept anonymous.

You are under no obligation to provide this information, and if you choose not to do so your application will not be affected.

Information about Business Associates

If you are a company who has a business relationship with us, we collect administrative information about your representatives, plus your payment details and history. This may include contact information, communication history and bank details. This information is always provided by you directly. We do not share your information with anyone externally, except our external financial auditors who may need to look at payment histories to carry out their regulatory audit.

We collect your information on the basis of purchase agreements, which are a type of contract. Using this information ensures the goods and services we are buying from you, or selling to you, are delivered in the agreed way, and paid as required. You do not have the right to object to us collecting this information, or restricting how it is used, because you have already agreed to us having and using it as part of the purchase agreement.

Protecting children and vulnerable adults

As an organisation who cares for children with life-limiting and life-threatening illnesses, we are acutely aware of the risks faced by children and vulnerable adults. All our staff are trained to notice the signs of vulnerability in children and adults and respond appropriately.

We take extra care to make the information we give to children easy to understand. When a child gives their consent for us to use their information, we double-check they have understood what they are consenting to, or we seek consent from those who hold guardianship or parental responsibility for the child.

Marketing material will never be sent to a child.

When we collect and use information about children who have limited capacity to understand, such as those who are very young or have a life-limiting condition affecting their development, we will ensure their parents understand and give the parents choices about how we use their child's information. Unless we have reason to believe otherwise, we presume that anyone over the age of 16 has the capability to understand and make their own decisions about how we use their information.

The recruitment of all volunteers under 18 years of age is subject to risk assessment and adequate support. The recruitment of all volunteers under 16 years of age would also require permission from a parent or guardian. This information will only be used by Volunteering staff and the child's supervisor. In the event of a child participating in a scheme such as work experience, or Duke of Edinburgh, information may be required by the organiser of the scheme in relation to hours and tasks carried out and risk assessment processes. We do not employ anyone under the age of 16.

Governance

We believe that good information governance is an integral part of everything we do. Having timely access to information and using valid, robust, and relevant data securely underpins both the provision of good quality care and the efficiency and effectiveness of the overall organisation.

Acorns compliance to data protection regulations is governed by our Information Governance Steering Group who have the responsibility to:

- > Lead the continuous improvement of Acorns' IG framework; and,
- > Provide assurance Acorns IG framework is:
 - compliant with statutory requirements and best practice guidance; and,
 - complied with.

As part of this approach we conduct a Data Protection Impact Assessment (DPIA) for each new initiative we undertake which concerns personal data we store or intend to record. This ensures that we properly and securely manage your personal information in accordance with this privacy notice.

Changes to this notice

From time to time, we may need to change this notice in response to different ways of working, or new regulations. The version number and revision date at the bottom of this notice will tell you when it was last reviewed. As a matter of course, we will review the notice once per year.

We will notify you if there are any substantial changes to this notice that could affect your information rights.

Version 1.1 Last updated 25/06/2021