



## Martha Trust Privacy Notice

Martha Trust respects your privacy and is committed to protecting your personal information and being transparent about what we do with it. We are committed to using your personal information in accordance with all applicable laws concerning the protection of personal information and not to do anything with your information you wouldn't reasonably expect.

### How Martha Trust may obtain your personal information

We collect data in the following ways:

- When you give it to us directly

You may give us your information in order to make a donation or sponsorship, volunteer, register to fundraise or sign up for one of our events, sign up to receive Martha news or other information from Martha, buy merchandise or enquire about our care services.

- When you give permission to other parties to share it with us

Your information may be shared with us by independent event organisers, for example the London Marathon 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 Martha Trust with your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process your information. We may also obtain information about you from a family member or a friend who contacts us on your behalf or if a fundraiser passes on your details to us.

- When your information is available publicly or from other external sources

We may combine information that we already have about you with information available publicly or information available from external sources in order to gain a better understanding of you and to improve our fundraising methods, products and services

### What information do we collect?

The type of information we collect and how it is used will depend on why you are providing it to Martha Trust.

#### Supporters

If you support Martha we would usually collect:

- Your name
- Your contact details
- Your bank or credit card details - when making a donation/sponsorship, paying in monies raised, registering for an event or buying merchandise from us

Where it is appropriate we may also ask for:

- Your date of birth - certain Martha fundraising events maybe for over 18's only
- Your Passport details – passport details are required for anyone registering to take part in our annual car challenge event so we can organise travel and accommodation
- 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.

### How do we use your information?

How we use your information would largely depend on why you are providing it. We may use your information in the ways set out below:



- To provide you with the services and information you asked for
- To administer your donation or support your fundraising including the processing of gift aid.
- To keep a record of your relationship with us and for internal administrative purposes such as our accounting and records.
- To look into, and respond to, complaints, legal claims or other issues.
- To ensure we know how you prefer to be contacted and so we can tailor our communications accordingly
- To manage and fulfil events you have signed up for

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 and credit risk.

We use personal data to carry out statistical analysis and research in order to help us to understand how we are performing and how we can improve our services and meet the needs of people that require our help. We may also use your personal information for other purposes which we specifically notify you about and, where appropriate, obtain your consent.

### **Direct marketing**

With your consent, we may use your information to send you communications about our work, latest news from Martha, information about our campaigns, volunteering and fundraising activities and events and how you can donate to us.

You can let us know if you would prefer not to receive these communications at any time by emailing [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk), calling us on 01304 610448, or writing to our Data Protection Compliance Officer at Martha Trust, Homestead Lane, Hacklinge, Deal, Kent. CT14 0PG

We do not sell or swap your details with any third parties, but in order to carry out our work we may need to pass your details on to services companies authorised to act on our behalf.

### **Building profiles and targeting communications**

We use profiling techniques to ensure communications are relevant and timely.

Profiling our supporters in this way, also allows us to target our resources effectively, it allows us to understand the background of the people who support us and helps us to make appropriate requests to supporters who may be able and willing to give more than they already do. Importantly, it enables us to raise more funds, sooner, and more cost-effectively, than we otherwise would. Such information could be for example, socio-demographic and lifestyle information and information about previous donations you have made.

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.

We may also obtain information about you where it is publicly available and found in places such as Companies House, Land Registry website and information that is published in articles and newspapers.

To understand how we use information about the communications devices you use, such as IP address (the location of the computer on the internet) and cookies, please see 'How we use cookies' section.

In order to create a profile for you, we (or our trusted service providers) may use the information which you give us and which we collect from external resources, including information that is publicly available about you. This sort of profiling can include us using information such as your age, where you live, your job, directorships, your financial circumstances, networks and any previous donations you have made, to assess how likely it is that you would be interested in donating to us and the level of donation that you may be able to give.

We may also use this information to help us determine whether and in what ways you might be interested in getting involved in our other fundraising activities. You can let us know if you prefer us not to profile you in this way



by emailing [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk) or call 01304 610448 or writing to our Data Protection Compliance Officer at Martha Trust, Homestead Lane, Hacklinge, Deal, Kent, CT14 0PG

## Who do we share your information with?

We do not sell or swap your details with any third parties, but in order to carry out our work we may need to pass your details on to services companies authorised to act on our behalf.

## Keeping your information up to date

Please keep us informed of any changes to your contact details or if you wish to change your contact preferences. To notify us of a change to your details please email [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk) or call 01304 610448 or writing to our Data Protection Compliance Officer at Martha Trust, Homestead Lane, Hacklinge, Deal, Kent, CT14 0PG

Under GDPR, you also have the right to be forgotten which means having all your details completely removed from our fundraising database. If you wish to be removed from our fundraising database completely then please contact [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk) with the subject title 'Right to be forgotten' or call 01304 610448.

## Your information online

### What we collect

We may collect the following personal information that can be used to identify you:

- Name and Job title
- Contact information including postal, email address and phone number
- Demographic information such as postcode, preferences and date of birth

If you choose to make an online donation or payment for an event we will also collect credit/debit card details

Other information relevant to specific events bookings, care services enquiries and job applications.

### How we use your information?

- We will use your information to better understand your needs and provide you with information.
- We will use your information to process online bookings for our events and for purchases made in our online shop.
- We may use your information to contact you or to provide you with information we think would be of particular interest. We will only do this if you have opted into receiving such information via our opt in boxes on our data capture forms.
- Martha Trust is responsible for collecting your personal information. Any information we collect is stored and processed in the UK and is done so in accordance with the Data Protection Act 1998.

We do not sell or swap your details with any third parties. However, in order to carry out our work we may need to pass on your details to services companies authorised to act on our behalf.

### Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and procedures to safeguard and secure the information we collect online.

However, no data transmission over the internet is 100% secure. As a result, while we can protect the personal information we hold on you, Martha Trust cannot guarantee the security of any information as you transmit it to us and you do so at your own risk.

### How we use cookies



A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **Links to other Websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over other websites. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## **Our residents/service users**

### **National Data Opt-Out for CQC registered services**

Martha Trust, as a CQC registered care provider, sets out to review all of our data processing on an annual basis to assess if the national data opt-out applies. This is recorded in our Record of Processing Activities. All new processing is assessed to see if the national data opt-out applies.

If any data processing falls within scope of the national data opt-out we use MESH to check if any of our service users have opted out of their data being used for this purpose.

At this time, we do not share any data for planning or research purposes for which the national data opt-out would apply. We review this on an annual basis and for any new processing.

## **Accessing and updating your personal information**

You can request to see what information we hold about you by writing to our Data Protection Compliance Officer, Martha Trust, Homestead Lane, Hacklinge, Kent CT14 0PD.

To ensure the contact information we hold on you is up-to-date please let us know of any changes by emailing [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk) or by writing to Associate Director – Fundraising and Marketing, Martha Trust, Homestead Lane, Hacklinge, Kent, CT14 0PD.

## **Changes to this Privacy Notice**

Martha Trust may change this policy from time to time by updating this page. Please ensure you check this page periodically to ensure you are happy with any changes we have made to our privacy policy. This policy is effective from March 2022.