

A. South Central Ambulance Charity Privacy Policy

1. This privacy policy sets out how South Central Ambulance Charity uses and protects any information that you give the charity when you use this website. The Charity has a legal duty to comply with the Data Protection Act (DPA) 1998 and will process your personal information in accordance the DPA.
2. It will not share / disseminate your personal information to others without your permission unless it is legally obliged to do so. The Charity is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.
3. South Central Ambulance Charity may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from September 5th 2016.

B. What we collect

4. We may collect the following information:
 - Name and job title
 - Contact information including email address
 - Bank account details and whether you are a UK tax payer so that we can claim Gift Aid, but please rest assured we do not collect information about your actual tax payments, just whether you are a tax payer.
 - Demographic information such as postcode, preferences and interests.
 - Other information relevant to supporter surveys and/or offers.
5. We collect personal information about you when you ask about our activities, register with us (for example, registering a fundraising event, signing up for our newsletter, requesting a collecting box or enquiring about volunteering), make a donation to us, engage with our social media or otherwise give us personal information.
6. We do not usually collect “sensitive personal information” about you unless there is a clear reason for doing so, such as participation in an event where we need this information to ensure we provide appropriate facilities for you. We may collect health information if you tell us about your experiences of the care you have received (for example, if you act as a case study for us); however, we will make it clear to you when collecting this information as to what we are collecting and why.

C. What we do with the information we gather

7. We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:
 - To process any donation(s) we may receive from you.
 - To ask you to help us raise money or donate money to our charity.
 - To provide you with information about our work or our activities that you have asked to receive.
 - Internal record keeping.
 - We may use the information to improve our fundraising campaigns.
 - We may periodically send promotional emails about new campaigns, fundraising ideas, or other information which we think you may find interesting using the email or other address which you have provided.

- From time to time, we may also use your information to contact you for research purposes.
- We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

D. Under 16s

8. If you are aged 16 or under, and would like to participate in an event, make a donation or get involved with us, please make sure that you have your parent/guardian's permission before giving us your personal information. When we collect information about a child or young person, we will make it clear as to the reasons for collecting this information and how it will be used.

E. Vulnerable circumstances policy

9. We recognise the importance of protecting our vulnerable supporters and follow the guidance issued by the Institute of Fundraising on treating donors fairly. We believe this helps to support our staff and fundraisers who come into contact with supporters in providing high quality customer care, ensuring anyone donating to the Charity is in a position to make a free and informed decision. [Access the Institute of Fundraising's website for more guidance.](#)

F. Security

10. 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 managerial procedures to safeguard and secure the information we collect online.

G. How we use cookies

11. 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.
12. We use Google Analytics' 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 the data is removed from the system.
13. 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.
14. 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.

H. Links to other websites

15. Our website contains links to other websites that might be of interest, or where we have a contract with a third party fundraising service. However, once you have used these links to leave our site, you should note that we do not have any control over that other

website. 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.

I. Controlling your personal information

16. We may contact you for marketing purposes by mail, e-mail, telephone, mobile telephone, text or social messaging; in some cases, this will require getting your permission. We may also send you service communications via e-mail, text or social posting, for example where you place an order for services on our website, or if you have made a donation by text.
17. It is your choice on the type of communications and information you receive about our charity and the ways in which you can get involved. You can change your mind at any time by contacting dpa@scas.nhs.uk.
18. You may choose to restrict the collection or use of your personal information in the following ways:
 - whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you are happy for the information to be used by the charity for direct marketing purposes.
 - if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at dpa@scas.nhs.uk.
19. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.
20. You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you please write to The Information Governance Officer, South Central Ambulance Charity, Units 7&8 Talisman Business Centre, Talisman Rd, Bicester, OX26 6HR.
21. If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.