

MHA Privacy Notice

Related to Processing of Personal Information of MHA Supporters

Supporters includes: financial donors, fundraisers and fundraising volunteers, our advocates and individuals who support the charitable aims of the organisation.

Thank you for taking the time to read our privacy notice.

Methodist Homes (MHA) is a registered charity whose mission is to 'enable people to live later life well'. Your support (e.g. fundraising, donating and taking part in our campaigns) enables us to work toward achieving our mission. When you support us and we engage with you, we will often receive your personal information (for example, your name, address and email address).

We recognise the trust you place in us when you share your personal information with us. We are committed to operating with openness, honesty and transparency. This privacy notice provides information about: the personal information that MHA collects about you as a Supporters; the ways in which your personal information may be used; and your rights.

This Privacy Notice will be updated from time to time. The latest version, and our other privacy notices, can be found on MHA's web site (www.mha.org.uk/PrivacyPolicy).

Please note that we may use additional privacy notices to supplement this notice. We will always bring any additional privacy notice to your attention.

1. Who we are and contact details

MHA is the Data Controller for the personal data we process. MHA is a registered charity in England and Wales (No. 1083995) and Scotland (No. SC040155) and a Company limited by guarantee (No. 4043124). Our registered Office is: MHA, Epworth House, Stuart Street, Derby, DE1 2EQ.

If you have any questions about this privacy notice, or wish to exercise your rights, please contact MHA's Data Protection Officer using the contact details below.

- Email DataProtectionOfficer@mha.org.uk
- Phone 01332 221 893
- Post Data Protection Officer
Methodist Homes
Epworth House
Stuart Street
Derby, DE1 2EQ

2. Personal Information Collection

Personal information is information that can be used to identify you or is about you. Please contact us to provide an update if your personal information changes. MHA, or a company working on behalf of MHA, may request from you and process the following Personal Information (P) and Special Categories of Personal Information (S):

- Name (P)
- Postal address (P)
- Telephone number (P)
- Mobile number (P)
- Email address (P)
- Bank Account Details (P)

- Debit/credit card details (P)
- Whether you are a UK tax payer (P)
- Information relating to a specific activity may require additional information e.g. medication (S), emergency contact details (P), date of birth (P).
- Photos and videos (P)

Your personal information may be collected when you:

- ask about our activities
- make a donation to us
- register for an event
- engage with us on social media or
- order products and services (such as newsletters)

When you are using our secure online donation pages or text donation service, your donation is processed by a third party payment Data Processor with whom MHA has a contract.

If you use your credit or debit card to donate to us, we will ensure your payment is processed securely and in accordance with the Payment Card Industry Data Security Standard. We do not store your credit or debit card details following the completion of your transaction. Card transactions are only processed by authorised staff.

We do not usually collect special categories of 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 will ensure that special category personal information is only retained for the length of time necessary to fulfil the required service.

MHA processes Special Category data in accordance with its Appropriate Policy Document which can be found at www.mha.org.uk/PrivacyPolicy.

3. Processing of Personal Information & Legal Basis

MHA will use your Personal Information:

- For administration purposes - e.g. to contact you about an event you have registered for or about a donation you have made.
- To process any donations we receive from you.
- To provide information or regular communications you have requested.
- To make you aware of appeals, etc. to help us raise money for our charitable causes.
- To invite you to participate in research or surveys.
- To help us to campaign on issues affecting older people
- To analyse and improve the services we offer.
- For the provision or worship service materials.
- As legally required - e.g. HM Revenue and Customs (HMRC) require us to keep financial transaction information for 7 years.

The Legal Basis for this processing is either:

- **Consent** – you gave consent for MHA to keep you updated, by ticking a box on a form or returned letter. You may change your mind and revoke your consent at any time.
- **Legal Obligation** – MHA has a legal obligation to process your data when a donation is made to MHA, to comply with HMRC, and to update your preferences if you are registered with the Fundraising Preference Service (FPS) or similar service.

NHS Test and Trace is a key part of the Government's COVID-19 response. If we can rapidly detect people who have recently come into close contact with a COVID-19 case, we can take swift action to minimise transmission of the virus. MHA will therefore share relevant information (name, contact information, dates at events) with Test and Trace as and when required. The legal basis for the sharing of this information is it is a necessary task carried out in the **public interest**.

Promoting MHA with Photos, Videos and Quotes: We may use photos, videos and quotes:

- For Publicity, fundraising and advertising materials, including printed publications
- In Presentations and exhibition materials
- On Websites, social media channels and digital communications
- In News media and their associated websites and social media channels including print, television and radio

Personal Photos and Quotes: MHA will ask for your **consent** to use photos, videos and quotes, in which you are a focal point, taken by staff, professionals or third party agencies on behalf of MHA. MHA may contact you as the 5 year retention period comes to an end to ask for consent to continue using the photos or video.

Group or Event Photos: MHA may take photos during activities or events which include multiple people, where you are not the primary focus. The legal basis for taking these photos is **legitimate interest**. During such activities or events you will be informed where the photos or filming will take place allowing you to move in or out of camera shot.

Your Views: MHA is continuously seeking to improve. To help us in our process we have a **legitimate interest** to seek feedback and opinions from our supporters. To this end we may occasionally ask you to: complete a survey, take part in a discussion group, or give us your views in another way. If you would rather not be invited to participate please let us know and we will record your desire to opt-out.

Worship Materials: The Methodist Church provides MHA a list of ministers to allow MHA, under a signed agreement, to provide worship materials and fundraising material to the churches. MHA provides this information as it has a **legitimate interest** in helping the church which such services. Ministers have the right to opt-out of receiving this information.

4. Information Sharing

MHA will not sell or share your data with any third parties.

MHA uses carefully selected third party service providers, under contract, for the purposes of completing tasks and providing services to you on our behalf (e.g. to process donations and to send you mailings). They will only use the data as instructed by MHA and will not share it.

MHA may share your Personal Information with another department within MHA if it is necessary to achieve the purpose for which the data was provided.

5. Transfers to other countries

MHA will not transfer your Personal Information outside of the European Economic Area.

6. Securing your information

MHA takes our duty to protect your personal information and confidentiality seriously.

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. Access to your personal information is only allowed on a need to know basis. Those with access will only process your personal information as instructed and are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal information breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

7. Retention of Personal Information

MHA will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal requirements. At the end of the retention period your information will either be securely and confidentially destroyed or anonymized. Anonymization is the process of removing personal information from the data so that it is not possible to identify individuals from the data.

Record	Retention Time
Personal information	7 years from the last donation, if you have given a donation. 2 years since your last contact with MHA if you have not given a donation.
Special Categories of Personal Information	6 months after completion of the activity it was collected for.
Photos, videos and quotes	5 Years
Your views, surveys, etc	3 years

If you request to receive no further information from us your data will be stored on a suppression list to ensure that we do not contact you in future.

8. Your Rights in relation to your Personal Information

Under the Data Protection legislation you have the following rights:

- **the right to be informed** – covered by this Privacy Notice;
- **the right of access** – you have the right to make a Subject Access Request asking for information about, or copies of, the information we hold and the way it is used;
- **the right to rectification** – as soon as you become aware that some information is incorrect let your line manager know or inform the Data Protection Officer;
- **the right to erasure** – request the deletion or removal of personal information where there is no compelling reason for its continued processing;
- **the right to restrict processing** – you can request the we stop any processing if the information we are processing is incorrect;
- **the right to data portability** – you can request the personal information provided by yourself, be exported in to a universal format so it can be imported into another system;
- **the right to object** – to processing relating to marketing and profiling;
- **the right not to be subject to automated decision-making including profiling.**

To exercise any of these rights please contact the person to whom you provided your personal data or MHA's Data Protection Officer (contact details in section 1).

If you are unhappy with the way that MHA has processed your personal data you can raise a complaint with the Information Commissioner's Office (<http://ico.org.uk>) which is the Supervisory Authority for the UK. We would appreciate it if you could please let us know if you contact the ICO. If you feel able to contact us before you contact the ICO, we will take your concerns seriously and we promise to work with you to resolve any issues that you have (noting that we will tell you if you should refer the issue to the ICO and that we may also need to tell the ICO).