

Privacy Notice Last updated 27 April 2021

## Hospital Rooms Privacy Notice

Hospital Rooms (“We”) understands how important it is to protect your personal data and privacy. We use the information that we collect about you in accordance with the Data Protection Act 2018 (DPA 2018), the UK General Data Protection Regulation (UK GDPR) and the Privacy and Electronic Communications (EC Directive) Regulations 2003 (PECR).

Our full privacy notice is explained below, but our key data principles are:

- We will only ever ask you for information that we really need to know.
- We will provide clear, honest and open information about how we use your data.
- We will give you choice about how we use your data.
- We will use your data appropriately and in a way that you would reasonably expect.
- We will never sell your data.
- We will not share your data with third parties without your consent, or unless required in order to fulfil our contract with you, or allowed by law.
- We will be accountable and responsible, and will ensure that the appropriate security measures are in place to protect any data you share.
- We will ensure that our staff, volunteers, partners and artists understand these principles and their responsibilities in delivery them.

### Who we are

Hospital Rooms is an arts and mental health charity that commissions world-class artists to create artworks for NHS mental health inpatient units across the UK.

Our vision is for all people in mental health wards to have access to have the freedom to experience extraordinary artworks. We believe in the power of art to provide joy and dignity and to stimulate and heal.

Hospital Rooms, Unit 301, Pillbox, 115 Coventry Road, London, E2 6GG is a registered charity in England and Wales (charity number 1168101).

### Our contact details

There are many ways you can contact us, including by post, email, and telephone.

Our postal address:

Hospital Rooms,

Unit 301,  
Pillbox,  
115 Coventry Road,  
London,  
E2 6GG

Telephone number: 07747 005253

E-mail: data@hospital-rooms.com

If you have any questions about how your data is used, data retention periods, or wish to be removed from any communications or data processing activities, please contact us using the details above.

## **The type of personal information we collect**

We only collect the information that is necessary to carry out normal business operations and to provide any goods or services you've asked for.

Examples of the types of personal information that we collect and process include:

- Name, Title
- Contact details including postal address, email address and contact telephone number(s)
- Date of Birth
- Transaction history – we never store your credit card number (although we do keep a record of the last four digits to help us identify transactions)
- Taxpayer status (for Gift Aid purposes)
- Bank details (for regular giving)
- Technical information gathered when you visit our website, including, but not limited to, the Internet Protocol address (IP address) used to connect your device to the Internet, browser type and device type.

## **Sensitive data**

The UK GDPR singles out some types of personal data as likely to be more sensitive. We only collect sensitive data where we have gained your explicit consent.

Hospital Rooms uses the Disclosure and Barring Service (DBS) to help make safer recruitment decisions.

Sensitive and Criminal Offence Data is subject to enhanced security measures, used only for the purposes agreed, and erased when no longer necessary.

## **How we get the personal information and why we have it**

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- You want to volunteer for us.
- You wish to attend, or have attended, an event.
- You have made a donation or legacy pledge to us.
- You have purchased merchandise from our website.
- You have made a complaint or enquiry to us.
- You have made an information request to us.
- You enter research.
- You apply to undertake a project with us on behalf of a mental health service provider.

## **What we use your personal information for**

We will only collect the personal data that we need and use it on relevant lawful purposes as permitted by current data protection legislation (DPA 2018, UK GDPR & PECR).

We will use the information to:

- Maintain our records and accounts.
- Manage our volunteers.
- Provide our services to the public.
- Send you information about Hospital Rooms, keeping you informed about our work, campaigns (including fundraising activities), and events.
- Process donations and payments made to us.
- Fulfil orders and dispatch merchandise purchased from us.
- Keep in touch about any legacy pledges you have made to us.
- Make safer recruitment decisions.
- Report to funders.
- Engage with our supporters.
- Carry our research and evaluation.
- Process job applications.

## **Email & web activity**

We keep a record of the emails we send you, and we may track whether you receive, open or forward them so we can make sure we are sending you the most relevant information.

We receive and store certain details whenever you use our website. We use “cookies” to help us make our site – and the way you might use it – better. Cookies mean that a website will remember you and enable online transactions. It also helps us understand how you use our website, where we can make improvements and how best to tell our audiences about events they might be interested in. Find more information on our Cookie Policy [here](#).

We use social media to broadcast messages and updates about events and news. On occasion we may reply to comments or questions you make to us on social media platforms. Depending on your settings or the privacy policies on social media and messaging services like Twitter, Instagram, Facebook or LinkedIn, you might give third parties (like Hospital Rooms) permission to access information from those accounts or services.

### **From third parties**

Your information may be shared with us by other organisations and websites, but only when you have indicated that you give your consent to hear from us. You should check their Privacy Notice when you provide your information to understand fully how they will process your data.

### **Data profiling and data from publicly available sources**

To ensure that our fundraising activities are appropriate, we may carry out profiling techniques based on the information that we hold about you. If our research identifies that you may be willing and able to support us, we may gather more information about you such as professional history, affiliation with other charities and companies, trusteeships, and club and livery membership, from publicly available sources

These sources could include, but are not limited to:

- Companies House
- Charity Commission
- LinkedIn
- Company websites
- Recent press coverage

This type of profiling allows us to target our resources effectively, to understand the background of the people who attend our events and those who support us. It helps us to make appropriate requests to customers and supporters who may be able and willing to give more than they already do. And importantly, it enables us to raise more funds, sooner, and more cost-effectively, than we otherwise would. If you would prefer us NOT to use your data in this way, you can ask us not to.

## **Sharing your information**

We will not share any personal details with third parties without your consent, or unless required in order to fulfil our contract with you, or allowed by law.

In general, any third party providers used by us to fulfil our contract with you will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us. These providers include, but are not limited to, our fundraising platforms JustGiving and TotalGiving, our corporate purpose platform Benevity, our CRM platform Donorfy, our email provider Mailchimp, and our payment gateways Stripe Gateway, PayPal and GoCardless. We have agreements in place with each to ensure that your data is secure at all times, and cannot be accessed or used for any other purpose.

The only other circumstances where we may share your information with selected third parties include:

- Advertisers and advertising networks that require data to select and serve adverts to you and others. We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users. We may also use such aggregate information to help advertisers reach the kind of audience they want to target. We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience.
- Social media sites for the purposes of data analytics and targeted advertising.
- Analytics and search engine providers that assist us in the improvement and optimisation of our site.

## **Lawful bases for processing**

Under the UK GDPR, the lawful bases we rely on for processing this information are.

- We have your consent – you are able to remove your consent at any time by contacting [data@hospital-rooms.com](mailto:data@hospital-rooms.com)
- We have a contractual obligation e.g. fulfilling and dispatching orders.
- We have a legal obligation e.g. DBS checks, keeping records for HMRC.
- We have a legitimate interest e.g. undertaking research, analysing donor/customer information.
- We have a vital interest.
- We need it to perform a public task.

## **How we store your personal information**

Your personal data will be held and processed on Hospital Rooms systems or systems managed by suppliers on behalf of Hospital Rooms.

We maintain secure systems to hold contact details and a record of your interactions with us such as merchandise purchases, queries, complaints and attendance at events. Where possible we aim to keep a single record for each donor/customer.

We will always seek to hold your data securely. Access to donor/customer information is strictly controlled and can only be accessed by people who need it in order to do their job. Certain data, for example sensitive information, is additionally controlled and is only made visible to members of staff who have a reason to work with it.

Any payment transactions will be encrypted.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

We may need to disclose your details if required to by the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent as detailed above.

All information received by us is retrieved using secure technology. In order to provide a safe and secure environment for your personal information we use up to date technology with a view to protecting that information against loss, misuse or unauthorised alteration.

Data is held by us for as long as is legally or practically necessary for our business. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. You can find out more about our retention policy by contacting [data@hospital-rooms.com](mailto:data@hospital-rooms.com)

We will retain personal data of event attendees, donors and those who purchase merchandise from us, for two years without activity before anonymising it.

Once that necessity is past we have a regular programme of data anonymisation. This ensures that your data is not held indefinitely on our systems.

## **Your data protection rights**

Under data protection law, you have rights including:

### **Your right of access**

You have the right to ask us for copies of your personal information. This right always applies. There are some exemptions, which mean you may not always receive all the information we process.

### **Your right to rectification**

You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete. This right always applies.

### **Your right to erasure**

You have the right to ask us to erase your personal information in certain circumstances.

### **Your right to restriction of processing**

You have the right to ask us to restrict the processing of your information in certain circumstances.

### **Your right to object to processing**

You have the right to object to processing if we are able to process your information because the process forms part of our public tasks, or is in our legitimate interests.

### **Your right to data portability**

This only applies to information you have given us. You have the right to ask that we transfer the information you gave us from one organisation to another, or give it to you. The right only applies if we are processing information based on your consent or under, or in talks about entering into a contract and the processing is automated.

You are not required to pay any charge for exercising your rights. We have one month to respond to you. Please contact us at [data@hospital-rooms.com](mailto:data@hospital-rooms.com) if you wish to make a request.

## **Giving you control**

We try to make it as easy as possible for you to tell us how you'd like to hear from us. You can withdraw your consent at any time by emailing [data@hospital-rooms.com](mailto:data@hospital-rooms.com) or calling 07747 005253

If you have opted out of marketing communications, we may still get in touch with you. For example, we may email you to give you important information about the events you have booked or to tell you about any changes.

### **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us by contacting Natalie Tilbury. You can contact them at [natalie@hospital-rooms.com](mailto:natalie@hospital-rooms.com) or via our postal address.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:  
Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>