

Max Appeal!

Supporting Families affected by DiGeorge Syndrome/VCFS/22q11.2 deletion



Data Protection and Privacy Policy Statement



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Max Appeal – the official group



1. Introduction

This policy is written in accordance with the Data Protection Act 1998. Max Appeal is registered under the Act as a Data Controller under number **Z9320290**. Queries should be made to: Max Appeal, 15 Meriden Avenue, Stourbridge, West Midlands, DY8 4QN, info@maxappeal.org.uk, or telephone 0300 999 2211.

No matter how it is collected, recorded and used (e.g. on a computer or on paper) personal information must be dealt with properly to ensure compliance with the Data Protection Act 1998 (the Act).

The lawful and proper treatment of personal information by Max Appeal is extremely important to the success of our charity and in order to maintain the confidence of our service users, trustees, volunteers and employees. We ensure that Max Appeal treats personal information lawfully and correctly. This document will be made publically available via the Max Appeal web site. A training needs analysis may be undertaken with trustees, volunteers and staff affected by this document. Based on the findings of that analysis appropriate training will be provided as necessary. This document will be reviewed and updated a 3 yearly basis or sooner if the need arises.

Max Appeal fully supports and complies with the eight principles of the Act which are summarised:

1. Personal data shall be processed fairly and lawfully.
2. Personal data shall be obtained/processed for specific lawful purposes.
3. Personal data held must be adequate, relevant and not excessive.
4. Personal data must be accurate and kept up to date.
5. Personal data shall not be kept for longer than necessary.
6. Personal data shall be processed in accordance with rights of data subjects.
7. Personal data must be kept secure.
8. Personal data shall not be transferred outside the European Economic Area (EEA) unless there is adequate protection.

2. Responsibilities of staff, volunteers and trustees

During the course of their duties with Max Appeal, staff, volunteers and trustees will be dealing with information such as names, addresses, phone numbers, and e-mail addresses of members/donors. They may also be told or overhear sensitive information. The Data Protection Act (1988) gives specific guidance on how this information should be dealt with. In short to comply with the law, personal information must be collected and used fairly, stored safely and not disclosed to any other person unlawfully. Staff, volunteers and trustees paid or unpaid must abide by this policy.

Compliance with the Act is the responsibility of all staff, volunteers and trustees. Max Appeal will regard any unlawful breach of any provision of the Act as a serious matter which will result in disciplinary action. Any employee who breaches this policy statement will be dealt with under the disciplinary procedure which may result in dismissal for gross misconduct. Any such breach could also lead to criminal prosecution. Any questions or concerns about the interpretation or operation of this policy statement should be directed to Max Appeal.

3. Consent.

Written consent regarding personal details is not requested, as it is assumed that consent has been granted when an individual freely gives their own details via communication with Max Appeal. Personal data will not be passed on to anyone outside the organisation without explicit consent from the data owner, unless there is a legal duty of disclosure under other legislation.

Max Appeal will not sell personal information to third party organisations, or share personal information with third parties for their benefit. Max Appeal may ask third party organisations to contact people on its behalf as part of its fundraising or other activities, but the information gathered in this way remains Max Appeal's legal responsibility and Max Appeal ensure that data is treated with the same level of care it was handling the information directly.

5. What Information Is Collected.

For non-personal information such as IP address (the location of the computer on the internet) and Cookies, please see Website Analysis below.

Max Appeal needs to collect personal information about people with whom it deals in order to carry out its business and provide its services. Such people include carers, families, donors, medical professionals, employees (present, past and prospective), suppliers and other business contacts.

Personal information is any information that can be used to identify an individual. For example, it can include information such as name, date of birth, email address, postal address, telephone number, fax number and credit/debit card details, as well as information relating to health, private and confidential information, and sensitive information.

6. How Information Is Collected And Stored.

Max Appeal collects personal information when people ask about our activities, register with the charity, order products and services, (such as publications and newsletters), seek assistance, participate in surveys, make a donation, or otherwise give personal information.

Max Appeal will take practical steps to keep personal data up to date and accurate. Information collected by Max Appeal either via telephone, in writing, by email or on-line forms at www.maxappeal.org.uk is stored and processed in the UK. Personal Information will be destroyed upon request from the Max Appeal electronic database promptly and all efforts will be made with ad hoc paper records, personal emails and notes of telephone conversations.

Max Appeal may use other sources for collecting information, such as "Survey Monkey", which is an online questionnaire service. When this occurs it will be clear that this is not an in-house system, and users should refer to that company's own data protection policy before proceeding. Information downloaded from such sources to the Max Appeal system will be covered by this document.

When Max Appeal collects personal information electronically procedures and security features are employed to prevent unauthorised access. However, no data transmission over the Internet is 100% secure. As a result, while every reasonable effort is made to protect personal information, Max Appeal cannot guarantee the security of any information transmitted and it is therefore done so at the individual's risk.

Personal data will be stored for as long as there is an active relationship with Max Appeal. Should this cease, or there is a request for no further contact, some basic information may be retained in order to avoid sending unwanted materials and to prevent the duplication of information.

If a request is received from an organisation/ individual to destroy their records, Max Appeal will remove their details from the database and request that all paper or electronic records are destroyed. This procedure will also apply if Max Appeal is informed that an organisation ceases to exist.

7. How information Is Used.

Max Appeal uses information in the ways set out below unless specifically stated otherwise.

Information processed by Max Appeal may be included in Max Appeal's annual report. Where this relates to a correspondent or an officer of Max Appeal, it may also be published on the web pages, on-line media or in other Max Appeal publications.

Max Appeal holds events where photographs may be taken, these may be published on web pages, on-line media or in other Max Appeal publications. When possible, Max Appeal will seek consent from individuals before displaying photographs in which they appear. If this is not possible, for example, in a large group photo, the organisation will remove any photograph if a complaint is received if that is possible.

Personal information is also used to deliver information, support, services, or products requested. It may also be use information for administrative purposes, to let people know about changes to Max Appeal's services or policies, to create a profile of an individual's interests and preferences and as part of Max Appeal's fundraising activities.

Anyone wishing to obtain a copy of their data processed, a description of the purposes for which it is being processed, description of any potential recipients of the data, or any information as to the source of the data, should contact Max Appeal. N.B. Max Appeal is entitled to charge a statutory fee for the provision of this information.

8. Cookies

A cookie is a small text file pass to a computer's hard disk through the web browser so the website 'remembers' an identity. Max Appeal uses a type of cookie called a 'persistent' cookie. These cookies store information between visits. To enjoy Max Appeal's website to the full we recommend cookies remain switched on. For more information about cookies, please see <http://www.cookiecentral.com/>

9. Website Analysis

Max Appeal uses Google Analytics to track website use and to gather statistics about visitors, such as where they come from before entering the websites and which websites are visited afterwards. Information collected in this way is anonymous and individuals cannot be traced. This information allows Max Appeal to improve its website, for example, to assess the impact of and develop campaigns and services.