



# Children's Cancer North

## Privacy Policy

The purpose of this policy is to be transparent about how Children's Cancer North (charity no. 1189748) will collect, use and protect the personal information you provide to us, whether online, via phone, email, in letters or in any other correspondence.

Personal data is information that relates to identifiable living individuals. Children's Cancer North will act in accordance with current legislation and will strive to meet current best practice with regard to the processing of personal data. We are committed to safeguarding your personal information.

If you have any queries about this privacy policy, please contact us on [contactus@childrenscancernorth.org.uk](mailto:contactus@childrenscancernorth.org.uk) or at Children's Cancer North, Wolfson Childhood Cancer Research Centre, Floor 6, Herschel Building, Newcastle, NE1 7RU.

### 1. Who we are

We are a registered charity (charity no. 1189748) with the aim of making life better for children with cancer. We fund research, carried out at the Wolfson Childhood Cancer Research Centre in Newcastle upon Tyne, to find more effective and less toxic treatments for childhood cancer and we support children and families going through treatment for cancer at the Great North Children's Hospital.

### 2. Collection of personal data

In any contact you have with Children's Cancer North, you may provide certain personal data to us which we will compile and process in accordance with this Privacy Policy. By providing such information you agree to its use and storage in accordance with the provisions of this Privacy Policy. For example, this might occur when you engage with our social media, make a donation to us, register for an event or otherwise provide us with personal information. When you do so, we'll ask for personal information, like your name, email address and telephone number to store with your account.

### Debit and credit card information

If you use your credit or debit card to donate to us, buy something online, by post or over the phone, we will ensure that this is done securely and in accordance with the Payment Card Industry Data Security Standard.

### **3. How we use your personal data**

Children's Cancer North shall only use your data for the purposes for which it is provided or where there is a lawful basis. For example by providing your name, address, email address and telephone number we are able to contact you about your donations and any of our events you are registered to take part in.

Bank account details will be collected to process donations and payments, and a Gift Aid declaration which records whether or not you are a tax payer, will help us claim Gift Aid.

When we collect and use your personal information, we will make sure this is only done in accordance with at least one of the legal grounds available to us under Data Protection law. One of these is where we have obtained your specific consent to use your information for a previously notified purpose, such as to send you email/text marketing or to provide you with a product, service or information at your request.

Another is where we have a legal obligation to use or disclose information about you – for instance, where we are ordered by a court or regulatory authority or we are legally required to hold donor transaction details for Gift Aid or accounting/tax purposes.

In certain instances, we may collect and use personal information where this is necessary in our legitimate interest as a charity, this includes being able to:

- send direct marketing material by post about our work including events, updates on research projects and fundraising appeals;
- maintain and administer our donor database and systems.

In all cases, we balance our legitimate interests against your rights as an individual and make sure we only use personal information in a way or for a purpose that you would reasonably expect in accordance with this Policy and that does not intrude on your privacy or previously expressed marketing preferences.

#### **3.1 Marketing materials**

We want to ensure you receive the level of information about Children's Cancer North that is right for you.

##### **3.1.1 Email marketing**

If you actively provide your consent to us along with your email address we may contact you for marketing purposes by email. By subscribing to Children's Cancer North newsletter emails or opting in to email communication from us, you grant us the right to use the email for the purposes specified when you opt-in.

##### **3.1.2 Postal marketing**

If you have provided us with your postal address we may send you information by post about our work unless you have told us that you would prefer not to receive such

information. This may include newsletters, event information and ways of supporting our work including fundraising appeals.

### **3.1.3 Your choices**

It is always your choice as to whether you want to receive information about our work, how to support us, and the ways you can get involved. If you do not want us to use your personal information in these ways please indicate your preferences when we collect your data.

We will not use your personal information for email marketing purposes if you have indicated that you do not wish to be contacted by us for such purposes. However, we will retain your details on a suppression list to help ensure that we do not continue to contact you.

You may opt-out of our email marketing communications at any time by clicking the 'unsubscribe' link in at the end of our marketing emails or by contacting us as detailed in section 5 below. At any time you may opt-out of all postal marketing communications, or preferences for specific postal marketing (e.g. newsletters, fundraising appeals) by notifying us of your choices using the contact details given in Section 5.

### **3.3 Third parties**

We will only use your information within Children's Cancer North for the purposes for which it was obtained. We will not, under any circumstances, share or sell your personal data with any third party for marketing purposes and you will not receive offers from other companies or organisations as a result of giving your details to us.

We may need to share your information with "data processors" such as our service providers, associated organisations and agents who help us to prepare and send the materials relating to our projects and fundraising activities. These "data processors" will only act under our instruction and we will not allow these organisations to use your data for their own purposes and will take care to ensure that they keep your data secure.

### **4 Users aged 16 or under**

If you're aged 16 or under, you must get your parent/guardian's permission before you provide any personal information on our websites.

### **5 Storage and correction of personal data**

We will hold your personal information on our systems for as long as is necessary for the relevant activity, for example we will keep a record of donations for at least ten years.

If you request that we stop sending you marketing materials we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.

The accuracy of your information is really important to us. We want to ensure that we are able to communicate with you in ways that you are happy with, and to provide you with information that is of interest. If you wish to change how we communicate with you, or update the information we hold, then please contact us:

(i) by post to Children's Cancer North, Wolfson Childhood Cancer Research Centre, Floor 6, Herschel Building, Newcastle, NE1 7RU or

(ii) by email to [contactus@childrenscancernorth.org.uk](mailto:contactus@childrenscancernorth.org.uk) or

(iii) by telephone on 0191 208 2243 (Mon-Fri 9am-5pm)

Under current data protection law you have the right to request a copy of the personal information we hold about you and to have any inaccuracies corrected. We require you to prove your identity with two pieces of approved identification.

## **6. Links to other websites**

Our website may, from time to time, contain links to and from the websites of other persons. If you follow a link to any of these websites, please note that they have their own privacy policies and that we do not accept any responsibility or liability for them. Please check those policies before you submit any personal data to those websites.

## **7. Changes to this policy**

We may make changes to this Privacy Policy by posting the new version on this website.

**Last updated 25 April 2021**