

Dementia Forward Privacy Policy

May 2018

Introduction

Dementia Forward (DF) is committed to protecting your privacy and processing your personal data in accordance with the Data Protection Act (DPA) 1998 up to 24 May 2018 and the General Data Protection Regulation (GDPR) on and from 25 May 2018 (Data Protection Legislation). For the purposes of the legislation, DF is the data controller.

This policy explains how the information we collect about you is used and kept securely. It also explains your privacy choices when using our services as well as your right to access your information under Data Protection Legislation.

The information we collect about you

We collect the following data about you through forms and conversations with you:

- Your name, email address, postal address, date of birth, ethnicity, gender, religion, telephone number.
- Any other information you voluntarily provide to us via our website, emails, surveys and forms.
- Bank details if you sign up to become a regular donor.
- For administering donations and claiming gift aid if applicable.
- When you access our website, your IP address (which is a unique identifier that computers and devices use to identify and communicate with each other) which is automatically recognised by the web server.

In addition, if you are a client, we collect the following:

- Medical information, including your diagnosis and details of your GP.
- Financial information when applicable.
- Contact information for your carer, next of kin, and friends and family who support you.
- Details of other agencies involved such as Adult and community services, voluntary organisations and Care agencies.
- Notes about and from our interactions with you, including phone calls, emails, events you attend or plan to attend and meetings.

How we use your information

We may use your data for several purposes to understand the needs of our clients and deliver the most appropriate services, including:

- To keep in touch and communicate with you to deliver ongoing support
- To notify you about DF events and activities.
- To make you aware of services or support that may be available to you.
- To make sure the services you receive are safe and effective
- To deal with your requests and enquiries.
- To work in partnership with others who also provide you with care and support
- Sharing your data with other agencies, such as the local authority, other voluntary agencies and care agencies.
- To report back to funders or commissioners. When we do this, your information is anonymised so that you cannot be identified in these reports.
- If you are a client, to liaise with your GP / other agencies.
- To use your IP address to monitor traffic and gather browsing behaviours of visitors to our websites. We will not use your IP address to identify you in any way.

- To comply with our Articles of Association which can be found on the charity commission website.

Our legal basis for processing your information

Legitimate interests

We will process your data on the basis of the following legitimate interests:

- Providing the most appropriate services, support and care to you.
- Monitoring for equal opportunities purposes based on ethnicity, religion or gender and disability.
- Meeting the reporting requirements of the local authorities, NHS trusts and Clinical commissioning groups and other agencies that provide funding for these services.

When we process your data on the basis of these legitimate interests, we only do so when it is necessary and when we cannot achieve the same result in another less intrusive way. We are responsible for balancing your interests with the interests of DF in deciding when to process your data in this way.

Consent

When you become a client of DF, we will ask you if we may use certain additional data about you for specific purposes – for example sending you information about our events, fundraising activities, and newsletters and taking part in surveys for our own purpose and on behalf of our funders. Using photographs that include you to promote the work of the charity. In a variety of formats including but not exclusive of social media, websites, newsletters, exhibitions, publicity materials and general press

Where you have chosen to allow us to use your data for these purposes, we will process your data on the basis of consent. If you wish to revoke your consent for any of these purposes, you can ask us to do so by either calling us on 01765 601224 / 01904 692473 or emailing us at either Info@dementiaforward.org.uk / Help@dementiaforward.org.uk

We will not share your data with third parties for marketing purposes. Sometimes support services provided by other organizations may be of interest to you. In these cases, we will ask you for consent to share your contact information with these organizations so that they can contact you directly.

Legal obligation

DF may also share your personal information with the police and other law enforcement agencies for the purposes of crime prevention or detection, or if we have good reason to believe that by not sharing, we would be putting you or someone else at risk. If we disclose your information, we ask the organisation to demonstrate that the data will assist in the prevention or detection of crime, or that DF is legally obliged to disclose it. This is done on a strictly case by case basis.

Protecting your information

DF will ensure that everyone processing your data is appropriately trained to do so and appropriately supervised. Clear guidance is provided and when DF staff and volunteers have questions about handling personal data they know what to do. DF provides staff and volunteers with information about how to handle your data in the Confidentiality Policy, which includes the process for DF staff to raise any concerns about the handling of your data that they may have.

The data that we collect from you may be stored on paper and on computer systems provided by third parties. Electronic files containing your personal and sensitive information will be stored on Microsoft's cloud services (Azure and Office 365). These files will be protected using Microsoft permissions and access to them will be restricted to just those individuals who need access based on their roles and responsibilities.

By providing your personal data, you agree to this transfer, storing or processing. We will take all reasonable steps to ensure that your data is treated securely and in accordance with this privacy policy. The Internet is not generally a secure medium for communication and therefore we cannot guarantee the security of any information you send to us over the Internet. We use up-to-date industry procedures and standards to protect your personal information.

News and communications

We may contact you from time to time to help raise awareness of dementia and the services we provide. We would be asking if you are interested in sharing personal experiences around dementia or to give us comments about the work we do to be used in the media. We would explain in further communications how we will use that information and will treat all information with sensitivity and consideration.

We may use a third party provider to deliver our news and communications. If you consent to us sending you news and communications, we will let you know who the third party provider is at that time

Surveys

We from time to time carry out surveys using a third party provider. When we collect your personal data we will ask you for your consent to participate in our surveys. If you have provided consent to participate, we will transfer elements of your data that are required for these purposes only to the provider. In each survey, we will clearly tell you what data we are collecting. We do not link any other information about your browsing activity with the survey data, which is stored separately.

Finding out what information DF holds about you

Under the Data Protection Legislation, you can ask to see any personal information that we hold about you. Such requests are called subject access requests. If you would like to make a subject access request, please contact the DF Data Protection officer CEO Jill Quinn at Info@dementiaforward.org.uk

You will also need to provide two forms of identification, for example, driving licence, utility bill or passport and, if appropriate, any particulars about the source or location of the information you are requesting.

Data retention

The data we collect from you will be kept for 8 years as required by our major contractor North Yorkshire County Council and then it will be deleted. Any data that we collect from you will be deleted on or before 31st December of the 8th year following you ceasing to be a client.

Any image References that may include your name may remain on DF's website and social media sites, publicity materials after this time.

What are cookies

The types of cookies we use and how you can disable them

In this section you will find information on what cookies may be set when you visit the Dementia Forward website and how to manage and disable them.

What are cookies?

A cookie is a piece of text that a website transfers to your computer's hard disk in order to remember who you are. Cookies interact with your computer and our website faster and easier by remembering the registration details and preferences from previous visits. Typically, a cookie will contain the name of the website from which the cookie has come, the lifetime of the cookie and a value. The use of cookies does not give us access to the rest of your computer and only the site that created the cookie can read it.

Automatically collected access information

Essential technical information: identification of the page or service you are requesting, type of browser and operating system you are using; and the date and time of access.

None essential technical information: the Internet address of the web site from which you linked directly to our web site, and the "cookie information" described below.

By continuing to use this site you consent to the relevant cookies being set on your device.

We use the following types of cookies:

- Session cookies – these are temporary cookies that remain in the internet browser's folder of your computer until you close the browser. Our website uses a session cookie which is stored in your browser until you close it to ensure connections to our servers are distributed evenly to provide optimal performance.
- Persistent/Permanent cookies – these remain in the internet browser's folder of your computer for longer than the time you are visiting this website. We need to use a cookie to remember your refusal of our use of cookies. This cookie does not store any other information and is not used for any other purposes. If you delete your browsing history including cookies you will delete this cookie and will therefore need to readjust your browser setting again.
- Analytical cookies – Our website uses Google Analytics cookies (third party cookie) for the following purposes:
 - a cookie to record the time of your first visit to website, the time of your most recent visit to the website and the time of your current visit;
 - a cookie to record how long you stayed on the website;
 - a cookie to record how you located our website (i.e. Google search, keyword, link from other page etc).
- Third party cookies - We sometimes allow partners or service providers to use cookies on our websites. These cookies are used to help us understand how a specific promotion or campaign is performing. The information obtained from these cookies is only used by DF and its partners. We only share the information obtained through the use of Google Analytics with Google. For more information on Google's use of your information, please visit the Google Privacy and Data Sharing pages.

The cookies we use for these purposes do not track your Internet usage after leaving our website and we do not store your personal information. They will also not be used in connection with any other information to identify you in any way.

To prevent Google Analytics cookies being set, you may wish to install the Google Analytics Opt-Out Browser Add-On (<http://tools.google.com/dlpage/gaoptout>).

Can I opt out of cookies?

DF will not use cookies to collect personally identifiable information about you. Yes you can restrict or block the cookies which are set by our websites, and you can do so by accessing your Internet browser settings. The 'Help' function within your browser should tell you how.

For general information about cookies and how to disable them, please visit:

<http://www.aboutcookies.org> or <http://www.allaboutcookies.org>

Please be aware that restricting cookies may impact on the functionality of our website. For information on how to manage cookies on a mobile phone, games console or internet-enabled television, you should refer to the operations manual specific to each device. To opt out of any

third-parties using cookies where data about your interaction with our website is collected, please refer to their website for this information.

Changes to our Privacy Policy

We regularly review our Privacy Policy and updates will appear on this page when necessary. This Privacy Policy was last updated in May 2018.

Contacting Dementia Forward about this Privacy Policy

If you have any questions or comments about this Privacy Policy please email us at info@dementiaforward.org.uk