

## Privacy Statement

### 1. Introduction

This Privacy Statement applies to Age UK Herefordshire & Worcestershire (Age UK H&W) and other associated companies where applicable.

Please read this carefully in conjunction with our Privacy Policy also published on our website and the following to understand our views and practices regarding your personal data and how we will treat it.

This statement may change from time to time, so please check this page periodically.

There are six different groups we consider in relation to responsibilities under the Data Protection Act and General Data Protection Regulations (GDPR): Clients; Staff; Volunteers; Visitors to the website; Suppliers and Partner Organisation contacts.

If appropriate, we may share your data with other organisations that we work with to support you more effectively. We ask your permission to do this on our Consent form. You can exercise your right to prevent such processing by not ticking certain boxes on the forms we use to collect your data. You can also exercise your right to ask us to stop processing your data in this way at any time by contacting us at [HR@ageukhw.org.uk](mailto:HR@ageukhw.org.uk).

Age UK Herefordshire & Worcestershire and its associated companies are registered as a Data Controller with the Information Commissioner. Age UK Herefordshire & Worcestershire is the Data Controller for the purposes of collecting your information on our Site(s).

### 2. What types of personal information are collected from you?

When you contact our offices or visit our website, we collect various information from you which may include personal and/or sensitive data such as your name, address, contact details, IP address, and information regarding what website pages are accessed and when. The type of data we collect will depend on the services you require from Age UK H&W.

### 3. Who has access to your information?

We are committed to protecting the personal data of our clients, supporters, customers, staff, volunteers and partners. Any details you give us will be held in accordance with the Data Protection Act 2018 and GDPR. Age UK Herefordshire & Worcestershire (including its associated and subsidiary companies) is the sole owner of the information collected. We will not sell, share, or rent this information to third parties, unless we have your explicit permission to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

#### 3.1 (paragraph as stated already)

#### 4. How your information is used

We may use this information in the following ways, see asterisks where applicable:

	Clients	Supporters	Volunteers	Staff	Website Visitors	Partners
Provide services which are relevant to your needs	*				*	
Verify your identity	*	*	*	*	*	*
To carry out our obligations arising from any contracts entered into between you and Age UK H&W	*		*	*		
Seek your views or comments on the services we provide	*	*			*	
Notify you of changes to our services	*	*			*	
Improve our services or marketing purposes	*	*			*	
Send you communications which you have requested and that may be of interest to you.	*	*			*	
Process orders submitted by you	*	*			*	
To update your records	*	*	*	*		
For management and auditing purposes	*	*	*	*		

We may include information about campaigns, appeals, other activities and promotions of our associated companies' goods and services.

If you make a donation online or purchase a product from us, your card information is collected by our partner organisations Virgin Money Giving or Barclays Merchant Services, but is not held by us. If you supply such information we are legally bound by the Data Protection Act 2018 and GDPR.

## 5. When we may use your information without your consent

There may be times we need to use or share your information without you consenting for us to do so. If we do this it's because there is a lawful basis to do so, for example:

- Legal obligation – a court orders us to share your information
- Vital interests – to protect you if you are at immediate risk, you have a medical emergency or if you need safeguarding against abuse
- Legitimate interests – sharing information within Age UK H&W to provide you with a complete and safe service that meets your needs and archiving a minimal amount of restricted data in order to justify a legacy claim.
- Public task – processing of information on behalf of a public body. We may provide them with anonymised or pseudonymised statistical information and case studies. We may also be required to report certain information about you i.e. a 'barred' list
- Contract – for example to fulfil our contract with you if you are an employee of Age UK H&W.

We may also use your information to defend ourselves legally.

We also consider the data we hold on partners and suppliers and these are dealt with separately.

## 6. Using data from our website

Age UK Herefordshire & Worcestershire (Age UK H&W) would like to keep in touch with you to let you know about the vital work we do for older people, our products and services. By submitting your Personal Data including contact details, such as address, email, and phone number(s) on our Site, you are agreeing to being contacted in these ways by Age UK Herefordshire & Worcestershire and its other associated companies where applicable. You can unsubscribe from these communications at any time.

Cookies are tiny software files that are stored on a computer or mobile device when individuals visit a website. Cookies allow websites to recognise that a user on an individual computer has previously visited the site. The cookies save some information about that user for when they access the site again in the future. You can find out what cookies the Age UK Herefordshire & Worcestershire website use in the table below.

Any communication or material that you transmit to, or post on, any public area of the website including, but not limited to, any data, questions, comments, suggestions, reviews, or the like, is, and will be treated as, non-confidential and non-proprietary information. When entering the discussion forum, you agree not to publish, post, disseminate distribute or otherwise transmit any defamatory, offensive, infringing, indecent or otherwise unlawful or objectionable material or information.

Age UK Herefordshire & Worcestershire will not be responsible for the posting by any user of any defamatory, obscene or otherwise unlawful material. Age UK Herefordshire & Worcestershire has the right to remove any material or posting you make on this Site at its discretion.

For more information about the different types of cookie, visit the [About Cookies](#) website.

Cookie	Purpose
User Setting	This functional cookie remembers the individual's colour and location preferences so that next time they use the site these are displayed rather than the sites default settings.
ASP.Net_SessionId	When you access this website a cookie is generated with a unique session ID. This cookie will expire when the browser is closed.
vidi	This cookie enables Age UK's Intellitracker software that helps us analyse information such as visitor numbers and browser usage so we can continue to improve your experience of our website.
BCSI-CS-5B059C53EB35D97E	The information in this cookie is used to track the activities of individuals who have visited this site via third-party websites.
__utma / __utmb / __utmc / __utmz	Age UK uses a tool called Google Analytics to give us statistical data on the performance of our website. These cookies are placed by Google Analytics.

As part of the services offered to you through the website, the information which you provide to us may be transferred to countries outside the European Union ("EU"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you are agreeing to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps with the aim of ensuring that your privacy rights continue to be protected as outlined in this privacy policy.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

## **7. Security precautions in place to protect the loss, misuse or alteration of your information**

When you give us personal information, we take steps to ensure that it is treated securely. Data will be stored securely until no longer required and then disposed of safely. Any sensitive information (such as credit or debit card details) is encrypted and protected with the following software 128 Bit encryption on SSL.

When you are on a secure page, a lock icon will appear on the bottom of web browsers such as Microsoft Internet Explorer.

Non-sensitive details (your email address etc) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, Age UK Herefordshire & Worcestershire cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our Sites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Our Site contains links to other websites. This privacy statement applies only to our organisation, so visitors should always be aware when they are moving to another site and read the privacy statement of any site which collects personal information. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

We do not pass on any personal information about our visitors to any other site. In addition, if you linked to this Site from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site and contact the owner or operator if you have any concerns or questions.

## **8. 16 or Under**

If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide personal information to our organisation. Users without this consent are not allowed to provide us with personal information.

## **9. Procedures for Maintaining Your Rights**

Age UK H&W have procedures in place to ensure all the rights that individuals have regarding use and storage of data are covered. This includes your right to access the data Age UK H&W hold about you, or to request amendments of the data held if the information is incorrect.

## **10. How you can access, update or delete your information**

The accuracy of your information is important to us. We have updated our systems to make it easier for you to be able to request a copy of the information that we hold about you (Subject Access Request). This can be provided electronically or as a hard copy, and there is no longer any charge for this service under GDPR. If you change email address, or any of the other information we hold is inaccurate or out of date, please email us, or write to us at our head office. You can request a copy of the information Age UK H&W holds about you, or request your data is amended or deleted at any time by contacting our office, details are below.

If you do not wish to continue receiving information from Age UK H&W, please email or contact our Age UK H&W office to unsubscribe. Details are at the end of this statement.

## **11. Contact us**

If at any time you would like to contact us with your views about our privacy practices, or with any enquiry relating to your personal information, you can do so through the "contact us" link on our website or by emailing us using the email address at the end of this document.

## **12. Data storage time**

We will store personal and sensitive data securely for varying periods of time depending upon the need to hold the information, after which the data will be safely deleted.

**For example:**

**Clients:** Sensitive and detailed information will be held for five years after completion of project support.

Basic data is stored for life to enable us to have evidence for legacy claims.

**Supporters:** As above.

**Volunteers:** Data will be held securely for five years, or for as long as it is required for your role.

**Staff:** Data will be held securely for five years, or for as long as it is required for your role, and for possible statutory legal requirements.

**Prospective Staff:** Data will be held securely for six months, except where permission has been given to maintain information for possible future roles.

**Website Visitors:** Data will be held securely for as long as required, depending upon the services or information requested.

**Partners:** Data will be held by agreement, but only where relevant, and generally for a maximum of five years after the partnership is completed.

We are required to store your data for six years. However, your demographic information will be retained for research and monitoring purposes.

If you wish to receive a hard copy of our Privacy Statement, please contact Age UK H&W as below.

Age UK Herefordshire & Worcestershire  
Malvern Gate, Bromwich Road, Worcester. WR2 4BN  
Tel: 01905 740950 / 0800 008 6077  
Email: [HR@ageukhw.org.uk](mailto:HR@ageukhw.org.uk)  
Web: [www.ageukhw.org.uk](http://www.ageukhw.org.uk)