

PRIVACY STATEMENT

St Mark's Hospital Foundation fully understands and respects the importance of protecting the personal information you provide to our charity and being transparent about what we do with the information we hold.

We will only use your information so we can tell you about our activities or events which may be of interest to you, or to help you to support St Mark's Hospital Foundation.

How we collect your personal information:

We collect the personal information you provide, for example when you when you contact us by email to ask about our activities; register for one of our events; make a donation to us; fundraise for St Mark's Hospital Foundation; complete fields on our website or otherwise provide us with your personal information.

The information we collect:

Data Protection legislation states that personal data means any information that can be used to help identify a person. It can include information such as your name, email address, postal address, telephone number, date of birth, as well as some details regarded in law as sensitive personal information, such as your health and medical details.

We collect sensitive personal information only where there is a genuine need to do so, for example when you register for one of our fundraising challenges. Before collecting any sensitive personal information about you we will set out clearly what information we are collecting and the reason for collecting this information.

Use of your information:

We use your personal information to give you the information or support you ask for, for example in the case of your participation in a St Mark's Hospital Foundation event, to answer an enquiry or as part of our fundraising programmes.

We use your information for internal administrative purposes, such as our accounting records, research and analysis.

We use the details you provide to claim Gift Aid on your donations.

With your consent we may use your information to send you communications about our work - for example details of our fundraising activities or events and how you can support or donate to St Mark's Hospital Foundation. You can let us know that you do not wish to receive these communications at any time by emailing info@stmarkshospitalfoundation.org.uk or by writing to the Data Information Manager, St Mark's Hospital Foundation, Level 5 St Mark's Hospital, Northwick Park, Watford Road, HA1 3UJ.

When we collect and process your personal data, we will ensure this is carried out in accordance with Data Protection legislation. As part of this we will only send you email marketing communications if we have your active consent to do so.

Sharing your information:

We will not sell or share your details to any third parties to use for their own marketing purposes.

We will only share your personal information with our trusted event partners with your prior consent and only for the purposes of organising the event you have registered for.

St Mark's Hospital Foundation will not provide your personal information to any other company or organisation without your permission to do so, unless required to do so by law.

Use of cookies:

Cookies are harmless text files which may be stored on your computer while using the site. We use cookies to improve your browsing experience and enable certain features or functionality.

We also measure statistics about visitors to the site and their usage, for example where they came from, what pages they visit and what browser they are using. Knowing how our site is being used means we can improve our users' experience in the future. We do not use cookies for advertising purposes or pass user data to any other organisation.

All cookies used on this site are listed below. If you do not wish these cookies to be tracked you can disable them in your browser, but this may negatively affect your experience on the site.

First party cookies

These are cookies that may be controlled and set by us on this domain, used to provide site functionality and optimisation.

Name	Purpose
resolution	Set and used by Adaptive Images to serve appropriately sized images to your device
wordpress_test_cookie	Set and used by WordPress to test for cookie capability
comment_author, comment_author_email	Set and used by WordPress to remember a commenting user's data
wp-settings, wp-settings-time	Set and used by WordPress to remember a logged-in user's preferences

Third party cookies

These are cookies that may be controlled and set by external services / tools, used to enhance our site and provide usage information.

Name	Purpose
__utma, __utmb, __utmc, __utmv, __utmz	Set and used by Google Analytics to track user activity
NREUM, NRAGENT, JSESSIONID	Set and used by New Relic to track user activity

Name	Purpose
khcookie, NID, SNID and PREF	Set and used by Google Maps to provide interactive location maps
APISID, HSID, NID, PREF, SSID, SID, SAPISID	Set and used by Google Site Search to provide search functionality

Security

We are committed to ensuring that your information is secure. To prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide while visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

If you have any questions about this Privacy Statement, please contact the Data Information Manager at St Mark's Hospital Foundation, Level 5 St Mark's Hospital, Northwick Park, Watford Road, HA1 3UJ or email info@stmarkshospitalfoundation.org.uk