

Introduction

The Mulberry Centre (“we”) promises to respect any personal data you share with us, or that we get from other organisations and keep it safe. We aim to be clear when we collect your data and not do anything you wouldn’t reasonably expect.

Developing a better understanding of our supporters through their personal data allows us make better decisions, fundraise more efficiently and, ultimately, helps us to reach our goal of supporting more people who have been affected by cancer (patient, carers, family, bereaved).

Our marketing communications include information about our latest news, service updates (such as our workshop timetable or outreach desks), events (both service-led and fundraising initiatives) as well as volunteering opportunities. If you would like to receive such communications but have not opted in please contact us on 020 8321 6300 or talk@themulberrycentre.co.uk

By using our website or any of our services, or providing us with any personal data, you agree to your personal data being used and disclosed in the manner set out in this policy.

Where we collect information about you from

We collect information in the following ways:

- When you give it to us DIRECTLY

For example, you may give us your information when you register to access our support services, in order to sign up for one of our events, to make a donation, to volunteer, or to communicate with us. We also collect information about the services you use and how you use them, like when you visit our website or view and interact with our content.

- When you give it to us INDIRECTLY

Your information may be shared with us by independent event organisers, for example the London Marathon or fundraising sites like Just Giving or Virgin Money Giving. These independent third parties will only do so when you have indicated that you wish to support The Mulberry Centre and with your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

- When you give permission to OTHER ORGANISATIONS to share or it is available publicly

We may combine information you provide to us with information available from external sources. We may use this information to gain a better understanding of our supporters to improve our fundraising methods, products and services. The information we get from other organisations may depend on your privacy settings or the responses you give, so you should regularly check them. This information comes from the following sources:

Social Media

Depending on your settings or the privacy policies for social media and messaging services like Facebook, Twitter or LinkedIn, you might give us permission to access information from those accounts or services.

Information available publicly

This may include information found in places such as Companies House and information that has been published in articles/ newspapers.

- When we collect it as you use our WEBSITES OR APPS

Like most websites, we use “cookies” to help us make our site – and the way you use it – better. Cookies mean that a website will remember you. They’re small text files that sites transfer to your computer (or phone or tablet). They enhance the experience of websites, making interacting with a website faster and easier – for example by automatically filling your name and address in text fields.

Cookies

The Cookies that we use can be broken into two categories:

Cookies which are necessary to run the websites

Some of our site cookies are essential to run the websites and without the acceptance or use of these cookies the website or elements of the website will not work. These include, but are not limited to:

- Remembering items in a shopping basket if you leave the website

Cookies which are optional

All other cookies are optional and the removal of these cookies may decrease the usability or performance of our websites. Such optional cookies include, but are not limited to:

- Your optional settings
- Tracking usage of a website

What will happen if you disable some or all of the cookies that The Mulberry Centre uses?

If you opt to disable some or all cookies, we are unable to guarantee that our websites will operate.

How do I manage my cookie settings?

Internet browsers (such as but not limited to Internet Explorer, Google Chrome, Firefox, Opera or Safari) will allow some control over most cookies through their settings. You will need to refer to the operating manual or review the settings of your browser software to identify what cookies are on your device and how to remove them.

Acceptance of cookie use

By continuing to use our website you will have been deemed to have agreed to our use of cookies subject to any preferences you may have indicated to us or any overriding browser settings you may have.

What personal data we collect and how we use it

The type and quantity of information we collect and how we use it depends on why you are providing it. We do not usually collect ‘special categories of personal data’ about our supporters (such as health information) unless there is a clear reason for doing so, such as participation in a marathon or similar fundraising event or where we need this information to ensure that we provide appropriate facilities or support to enable you to participate in an event. We may collect health information if you tell us about your experiences relating to cancer (for example, if you register with us, act as a case study for us or volunteer with us in certain roles); however we will make it clear to you when collecting this information as to what we are collecting and why.

Supporters

If you support us, for example make a donation, volunteer, register to fundraise, sign up for an event or buy something from us, we will usually collect:

- Your contact details
- Your date of birth

Where it is appropriate we may also ask for:

- Why you have decided to donate to us. We will never make this question mandatory, and only want to know the answer if you are comfortable telling us.

We will mainly use your data to:

- Administer your donation or support your fundraising, including processing gift aid
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Understand how we can improve our services, products or information.

If you enter your details onto one of our online forms, and you don't 'send' or 'submit' the form, we may contact you to see if we can help with any problems you may be experiencing with the form or our websites.

We may also use your personal information to detect and reduce fraud and credit risk.

Researching supporters and targeting communications

We occasionally use research and screening techniques to ensure communications are relevant and timely, and to provide an improved experience for our supporters. Research also allows us to target our resources effectively, which donors consistently tell us is a key priority for them. We do this because it allows us to understand the background of the people who support us and helps us to make appropriate requests to supporters who may be able and willing to give more than they already do. Importantly, it enables us to raise more funds, sooner, and more cost-effectively, than we otherwise would.

When conducting research we may analyse geographic, demographic and other information relating to you in order to better understand your interests and preferences in order to contact you with the most relevant communications. In doing this, we may use additional information from third party sources when it is available. Such information is compiled using publicly available data about you, for example addresses, listed Directorships or typical earnings in a given area.

We may also conduct research from publically accessible sources to enable us to identify other people who may have an affinity to our cause.

Direct Marketing

We will contact by email - with your consent - to let you know about our activities and fundraising needs and to ask for donations or other forms of support. We make it easy for you to tell us how you want us to communicate, in a way that suits you. We include information on how to opt out when we send you marketing. If you don't want to hear from us, that's fine. Just let us know when you provide your data or contact us on 020 8321 6300 or talk@themulberrycentre.co.uk

We do not sell or share personal details to third parties for the purposes of marketing. But, if we run an event in partnership with another named organisation your details may need to be shared. We will be very clear what will happen to your data when you register.

Sharing your story

Some people choose to tell us about their experiences with cancer and the support we have given to help further our work. They may take on a role such as a Community Outreach Volunteer, attend our patient focused events or take part in our focus groups. This may include them sharing sensitive

information related to their health and family life in addition to their biographical and contact information.

We use some of the information provided, including gender, ethnicity or the type of cancer people have experience with, to target opportunities to get involved. We will also monitor the types of people who are involved to ensure that the views we hear are representative of all people affected by cancer.

If we have the explicit and informed consent of the individuals, or their parent or guardian if they are under 18, this information may be made public by us at events, in materials promoting our campaigning and fundraising work, or in documents such as our annual report.

Support for individuals affected by cancer

We run services to provide support to individuals affected by cancer, and collect personal data in order to provide those services. This is collected through the Registration and Welcome processes. This information is managed separately from other data provided to the charity.

Our service delivery teams (e.g. our Welcome team, counsellors, therapists, workshop facilitators) collect personal data about you and your health when you speak, email or send an instant message to them. They will use this information to answer your questions and give information or guidance. We will also use it for training, quality monitoring or evaluating the services we provide.

Our registration process asks you to provide your email address when you register and may contact you about administrative issues and changes to the services we offer. With your consent, we may also use your email address to send you information about our work.

The Mulberry Centre will only share your details in exceptional circumstances to comply with the nurses' code of professional conduct or where legally required, for example where a child reports abuse, or someone reports serious self-harm or a serious intention of harming someone else.

We may also collect and retain your information if you send feedback about our services or make a complaint.

Children's data

We collect and manage information from children, and aim to manage it in a way which is appropriate to the age of the child. Information is usually collected when children attend our events or fundraise for us. But it can also be personal data of children being helped through our support services.

Where possible and appropriate we will seek consent from a parent or guardian before collecting information about children. Our events have specific rules about whether children can participate, and we'll make sure advertising for those events is age appropriate.

How we keep your data safe and who has access

We ensure that there are appropriate technical controls in place to protect your personal details. For example our online forms are always encrypted and our network is protected and routinely monitored.

We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff, volunteers and contractors.

We use external companies to collect or process personal data on our behalf. We do comprehensive checks on these companies before we work with them, and put a contract in place that sets out our expectations and requirements, especially regarding how they manage the personal data they have collect or have access to.

Our current suppliers run their operations inside the European Economic Area (EEA). If in the future we need to use suppliers outside the EEA, although they may not be subject to same data protection laws as companies based in the UK, we will take steps to make sure they provide an adequate level of protection in accordance with UK data protection law. By submitting your personal information to us you agree to this transfer, storing or processing at a location outside the EEA.

In the course of our service delivery, we will sometimes share information we hold on you with other health and social care professionals in order to provide you with joined-up care and support. We will only ever share your data if we have your explicit and informed consent.

We may also need to disclose your details, if required, to the police, regulatory bodies or legal advisors.

Keeping your information up to date

Where possible we use publicly available sources to keep your records up to date; for example, the Post Office's National Change of Address database and information provided to us by other organisations as described above.

We really appreciate it if you let us know if your contact details change.

We retain your data in line with our Record Keeping Policy.

Your right to know what we know about you, make changes or ask us to stop using your data

The accuracy of the data we hold on you is important to us.

You have a right to ask us to stop processing your personal data, and if it's not necessary for the purpose you provided it to us for (e.g. processing your donation or registering you for an event) we will do so. Contact us on 020 8321 6300 or talk@themulberrycentre.co.uk if you have any concerns.

We will not use your information for marketing purposes if you have indicated that you do not wish to be contacted 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 have a right to ask for a copy of the information we hold about you. If there are any discrepancies in the information we provide, please let us know and we will correct them.

If you want to access your information, send a description of the information you want to see and proof of your identity by post to The Data Compliance Officer, The Mulberry Centre, WMUH, Twickenham Road, Isleworth, Middlesex, TW7 6AF. We do not accept these requests by email so we can ensure that we only provide personal data to the right person.

If you have any questions please send these to talk@themulberrycentre.co.uk, and for further information see the [Information Commissioner's guidance here \(link is external\)](#).

Changes to this Policy

We may change this Privacy Policy from time to time. If we make any significant changes in the way we treat your personal information we will make this clear on The Mulberry Centre's website or by contacting you directly.

If you have any questions, comments or suggestions, please let us know by contacting the The Data Compliance Officer, The Mulberry Centre, WMUH, Twickenham Road, Isleworth, Middlesex, TW7 6AF or emailing talk@themulberrycentre.co.uk with "Data Compliance query" in the subject line.