

## **INFORMATION FOR ONLINE SHOP CUSTOMERS ON WHAT INFORMATION WE STORE ON YOU, HOW AND WHY**

It is necessary for us to hold information about you, in line with legislation (the General Data Protection Regulations), for the purpose of recording your purchase or donation. We want to make sure that you are completely clear about what information we hold and that you are reassured that we keep this information safe and only for legitimate purposes. You are entitled to know what information we hold, why we hold it, how long we will hold it and how we store it; and you also have rights to see this information or have it corrected if it is inaccurate. The information below sets out these details for you. We would also encourage you to speak to the charity CEO or ECHC Data Protection Officer if you have any queries at all.

**Data Controller:** Edinburgh Children's Hospital Charity

**Data Protection Officer:** Jane Thornton-Smith – [jane.thorntonsmith@echcharity.org](mailto:jane.thorntonsmith@echcharity.org)

ECHC collects and processes personal data relating to its supporters. We are committed to being transparent about how we collect and use that data and to meeting our data protection obligations.

### **What information do we collect?**

ECHC may collect and process a range of information about you. This includes:

- your name, address and contact details, including email address and telephone number.

### **Why does the organisation process personal data?**

ECHC needs to process data to maintain an accurate audit trail and comply with HMRC requirements on Gift Aid.

### **Who has access to data?**

Your information may be shared internally, including with members of the senior management, administrative staff and IT staff, if access to the data is necessary for performance of their roles.

ECHC shares your data where appropriate with third parties in order to obtain necessary criminal records checks from Disclosure Scotland via the organisation Volunteer Development Scotland. In those circumstances the data will be subject to confidentiality arrangements.

ECHC will not transfer your data to countries outside the European Economic Area.

### **How does ECHC protect data?**

ECHC takes the security of your data seriously. We store data in a restricted secure database. Where ECHC engages third parties to process personal data on its behalf, they do so on the

basis of written instructions, are under a duty of confidentiality and are obliged to implement appropriate technical and organisational measures to ensure the security of data.

### **For how long does ECHC keep data?**

ECHC will hold your personal data for a maximum of seven years after your last donation or purchase unless there is a legal requirement for us to retain it longer.

### **Your rights**

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require ECHC to change incorrect or incomplete data;
- require ECHC to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing; and
- object to the processing of your data where ECHC is relying on its legitimate interests as the legal ground for processing.

If you would like to exercise any of these rights, please contact Jane Thornton-Smith – [jane.thorntonsmith@echcharity.org](mailto:jane.thorntonsmith@echcharity.org)

If you believe that ECHC has not complied with your data protection rights, you can complain to the Information Commissioner.