

## Privacy Policy

<b>Policy owner</b>	All Trustees
<b>Audience</b>	All of our people
<b>Legislation and regulation</b>	Data Protection Act 2018
<b>Formally endorsed by</b>	Board of Trustees
<b>Endorsement date</b>	September 2021
<b>Next review</b>	September 2022 or any change of legislation

At Lobular Breast Cancer UK (LBCUK) we are committed to protecting your personal information and using it in a responsible way. We commit to being transparent about what information we hold, and promise to respect any personal data you share with us.

This policy is written in accordance with the Data Protection Act 2018. LBCUK is registered under the Act as Data Controller of your information.

If you have queries about this policy and how we use your data, please contact us at:

Flat 3 Beech House  
77 Edge Lane  
Stretford  
M32 8PA

or email [info@lobularbreastcancer.org.uk](mailto:info@lobularbreastcancer.org.uk)

## 1. Why we use your information

We use your information to help us deliver our charitable purpose and to understand better how we can achieve our aims.

We only use your information when we have a legal basis to do so and it is for a legitimate reason. Your information may also be used because you have consented to its use or to meet our contractual obligations.

Examples of how we might use your information legitimately include:

- developing activity to achieve our purpose;
- raising funds more efficiently and cost-effectively;
- meeting our regulatory requirements;
- to send you specific information you have requested such as news emails;
- to manage our finances and prevent fraud;
- to claim Gift Aid;
- to enhance our relationships with all of our supporters and partners.

We take appropriate measures to ensure the confidentiality, integrity and availability of systems, which are regularly independently tested and reviewed.

## 2. How we use your information to support you

### 2.1 To ensure that we provide you with the most appropriate information and support

### 2.2 To handle any queries, requests for information or complaints

We will use your information to ensure that we handle all of your queries, information requests and complaints appropriately. We may also keep a record of the feedback we provide and any materials we send out to you.

### 2.3 To manage our fundraising or campaigning relationship with you

We will keep a record of any donations, legacies, or information about your plans to potentially donate to LBCUK. As part of our legal audit requirements, we will keep a record of any donations received, and any information we are legally required to store to manage

Gift Aid. If we are running a lottery or auction, we will use your information to let you know if you have won a prize. We may use your information to help prevent fraud and maintain cyber security.

This information may have been collected directly by ourselves or provided through a third party giving site that we have a relationship with.

If you have enquired about or participated in one of our fundraising events or campaigning activities, we will consider this as a request to send you information about those events or activities.

We will provide information in the format that you have requested us to communicate with you, be that post, email, phone, social media or any other channels.

Where possible, any information you provide to us about fundraising activities you are undertaking, we will use this information to provide you guidance, ideas and support.

## 2.4 Manage recruitment

Any information that is provided to us as part of recruitment for volunteers, Trustees or staff will be held for the purpose of the recruitment process and in connection with your role as a volunteer or employee.

You will be asked to provide certain information including your name, contact details, employment history and qualifications, ethnicity, gender identity, religion and sexual orientation. This information will be used for monitoring equality of opportunity, diversity and inclusion.

Data from unsuccessful candidates will not be stored following the recruitment process and will be deleted.

## 2.5 To manage our research activities

### 2.5.1 Research with members of the public

When we collect information for this purpose, we will always explain to you at the time we collect your information how it will be used and whether it will be held anonymously

or not. If we will be using health or any other special category information in a way that could be connected to you personally, we will ask your permission to do so.

### 2.4.2 Research Professionals

We maintain a database of contact details, job details and where appropriate areas of scientific interest and qualifications as well as a record of opinions and peer-reviews provided by independent reviewers. This information is maintained for our Scientific and Medical Advisory Board and for individuals we are exploring developing potential relationships with.

We may find these details through industry guides, institution websites and publicly available databases such as ResearchGate and PubMed Central. We use the personal details supplied for the purposes of administering those relationships, including keeping such professionals informed about our research work, funding opportunities and events, and for the purposes of analysing the demographic characteristics of these professionals. When you apply for a grant from us, you will be provided with details of how your information will be used.

## 3. How we use your information

We collect information about you to ensure we can provide you with the best support, provide you with the right information and build strong and collaborative relationships. We use your information in the following ways:

- To send you marketing communications by email, mobile, social media, post and phone. Communications will only be sent in the format you have consented to, and will be about how we can work together through campaigning, volunteering, health information updates, our research, our support or events.
- If you share information about the fundraising or campaigning activities you have done for us, or your personal experiences, by post, email or over social media, we may want to use this to help us promote our events, activities or services in the future. We will obtain the necessary permission to use this information.

Where you provide more detailed information we may want to use this in our communications including PR and media activity, digital and social media, campaigning, fundraising materials and internal communications, to help us

raise awareness of lobular breast cancer, breast cancer research and the issues affecting people with a lobular breast cancer diagnosis. We would never use your story without obtaining your consent first. If a suitable opportunity arises for us to use the information you have given us, we will contact you to discuss the use of your story in further detail. We will fully explain how we would like to use your information, and get in touch with you each time we would like to use it outside of the organisation, so that we may obtain your fully informed consent.

- We use information collected from your website visits to personalise your future visits and to improve the experience we provide to our online users. For example, information like the browser and device you are using helps us to maintain usable and accessible websites for all our audiences.
- We maintain a record of information relating to the people we work with in a professional capacity, including healthcare professionals, politicians and scientists. This includes contact details such as address, telephone number or email address and our communications with you. If you are a public official or MP, we will also keep a note of your public voting record, committee and group membership - we may also provide your professional contact details to supporters and members of the public for campaigning purposes.

## 4. Sharing your information with other organisations

We will never share your information with third parties for their own purposes, unless this is explained to you at the time we collect your information, you give us your permission to, or we are legally required to do so, or we have another lawful basis for sharing such information.

For example, we are legally required to provide your data to the following types of organisation:

- HMRC if you have agreed to us claiming Gift Aid on your behalf;
- law enforcement and regulatory bodies and authorities such as the police, the ICO, the Charity Commission or the Fundraising Regulator;
- Health and safety authorities and/or professionals where we believe such disclosure is necessary and appropriate to prevent harm.

If we merge with another charity or restructure, we may also share your personal details with any successor charity, or any organisation which takes on the charity's assets and liabilities, or another organisation within a successor charity's group.

We also work with organisations who carry out certain functions on our behalf, for example, to manage communications; support the administration of our activities or to receive professional advice or consultancy services. When we share information with these organisations, we ensure that they are under a contractual obligation to only use your information in accordance with our instructions and for no other purposes.

## 5. How long do we keep your information?

We do not keep your information for longer than necessary. We keep financial information for seven years due to legal requirements, and we delete all other personal information from our customer relationship management system if we have had no contact with you for three years.

## 6. Access to your information

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, you can:

email [info@lobularbreastcancer.org.uk](mailto:info@lobularbreastcancer.org.uk)

write to LBCUK, Flat 3 Beech House, 77 Edge Lane, Stretford M32 8PA

We will not charge you for this service unless the request is 'manifestly unfounded or excessive or repetitive'.

## 7. Keeping your information up to date

We want to make sure that any personal information we hold about you is accurate and up to date. Please [contact us](#) to correct or remove information you think is inaccurate.

## 8. Complaints

If you have any complaints about how we handle your personal data, please contact us so we can resolve the issue, where possible, at [info@lobularbreastcancer.org.uk](mailto:info@lobularbreastcancer.org.uk)

You also have the right to lodge a complaint about any use of your information with the Information Commissioner's Office, the UK data protection regulator. Where you have a complaint about the way in which we have used your personal information in our fundraising, you can also complain to the Fundraising Regulator.

## 9. Other websites

Our websites contain links to other websites not run by LBCUK. This privacy policy only applies to LBCUK websites so when you link to other websites please read their own privacy policies.

## 10. Cookie Policy

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your device (for example, your computer or smartphone). It allows our website to recognise your device and store some information about your preferences or past actions.

We use the following cookies:

- Strictly necessary cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into our website in order to post in the Forum.
- Analytical or performance cookies. These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- Preference cookies. These are used to recognise you when you return to our website. This enables us to personalise our content for you and remember your preferences (for example, your login details).
- Marketing cookies. These are used by our advertising partners (e.g. Facebook) to collect information about how you use our website (including visits to our cancer information pages) and show you associated adverts on other sites. The information that's been used to build that profile may also be used to find other

people with similar interests to yours so that our adverts can be shown to them too.

### Why do we use cookies?

We monitor how people use our website so we can improve it. If you visit our website, we may record information including:

- The areas of the website you visit
- The amount of time you spend on the site
- Whether you are new to the site or have visited it before
- How you came to our website — for example, through an email link
- The type of device or browser you use
- How you use the website and the quality of your experience – for example, we may record a session or test different variations of a webpage to see how easy it is for you to find what you are looking for so we can improve the service.

We also use cookies to make sure we keep your information confidential and secure as you move through secure or password protected areas of our websites. Some of the cookies that we use are 'Session Cookies' which are deleted when you close your browser. Others remain on your browser or device until they expire or you delete them from your browser history – these are known as 'Persistent Cookies'.

All cookies have an 'owner' which can be identified by looking at the domain (i.e. the company or website name in the cookie). Cookies can either be first-party (i.e. they're owned by the website who set them) or third-party (i.e. they're not owned by the website who set them). We use both first-party and third-party cookies on our websites.

To help you understand how we use cookies, this is a list of the first party cookies and third party cookies set across our website and what each is used for:

Cookie	Name	Purpose	Cookie Type
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Google Analytics	Analytics	<p>Google cookies are used for web analytics and management of tags, pixels and cookies. We use the information from Google to improve our website experience for website visitors and to measure the effectiveness of our online advertising.</p> <p>If you have explicitly opted in to Google's data privacy policy, Google will associate your IP address with other data held by Google to identify you across multiple devices. You can opt out using Google's opt out tool.</p> <p>Google Analytics privacy policy</p>	First Party
Visual Website Optimiser	Analytics	<p>Visual Website Optimiser (VWO) is a website analytics tool that allows us test out different variations of our web content and page layouts to see what our supporters prefer. It is sometimes used to create heatmaps to see how people are using the website.</p> <p>Useful links: VWO privacy policy</p>	First Party
Google Optimize	Analytics	<p>Testing tool that allows us to test two different versions of a page to users to determine which one performs better. For on page optimisation.</p> <p>Useful links: Google Analytics privacy policy</p>	First Party
Google Tag Manager	Analytics	<p>This is the tracking tag manager that the Google Analytics tracking sits in. All tags on the site are put into this so it loads asynchronously to not slow down page load time. The actual data that comes from these tags feed into Google Analytics.</p> <p>Google Analytics privacy policy</p>	First Party

Facebook	Social Media Analytics & Marketing	We use this social media platform to communicate with our supporters through both posts and paid advertising. We use cookies to measure the effectiveness of paid advertising on Facebook to ensure the money we spend is used effectively. Cookies also enable us to serve advertisements or not to people who have visited our website. The cookie does not allow us to access to your account or provide us with any confidential information relating to your account. Read Facebook's privacy policy.	Third Party
Twitter	Social Media Analytics & Marketing	We use Twitter for advertising. This cookie means we can track the effectiveness of this activity.	Third Party
Instagram Ads Google Ads LinkedIn YouTube	Social Media Analytics & Marketing	We use these to provide conversion / anonymous audience data to optimise spend on marketing and ensure the relevant people are targeted.	Third Party
JustGiving		We use JustGiving to accept online donations on our site. The JustGiving session cookies are required to identify irregular site behaviour, prevent fraudulent activity and improve security. It is also required for users to be able donate via JustGiving on our website.	Third Party

## Cookies set by third parties

To deactivate the use of third party cookies, you may visit the consumer page to manage the use of these types of cookies. You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

## Managing your cookies

This website uses cookies to store information on your computer. Some of these cookies are necessary for the website to function. If you do not agree to the use of cookies described in our privacy policy, you can configure your browser settings to block some or all cookies.

## 11. Your rights

Data protection regulations give you clear rights over how your data is used by us. You can find out more detail about your rights by visiting the Information Commissioner's Office website's section on individual rights.

You also have the right to report concerns or complain about our handling of your data to the Information Commissioner's Office. Details of how to do this can be found on its website.

## 12. Keeping your information up to date

The accuracy of your personal information is important to us. You can edit the personal information we hold on you at any time, including your address and contact details, as well as changing your communication preferences with us by emailing [info@lobularbreastcancer.org.uk](mailto:info@lobularbreastcancer.org.uk)

## 13. Your rights

Under the Data Protection Act 2018 you have the right to:

- Request a copy of the information we hold on you
- Update or amend the information we hold about you if it is wrong
- Change your communication preferences at any time
- Ask us to remove your personal information from our records
- Object to the processing of your information for marketing purposes.
- Question a decision made about you by automated means Or
- Raise a concern or complaint about the way in which your information is used

## 14. The Right to complain to a supervisory authority

If we cannot deal with your complaint to your satisfaction you also have the right to complain to a relevant supervisory authority: The Information Commissioners Office:

Wycliffe House, Water Lane, SK9 5AF, or call: 0303 123 1113 or online at: <https://ico.org.uk/concerns/>

## 15.Changes to this Privacy Policy

We reserve the right to amend this privacy policy at any time, so please do check it from time to time. We will notify you of any significant changes in the way we treat personal information in a prominent position on our website. By continuing to use our website you will be deemed to have accepted such changes.

### Appendix 1: document provenance

<b>Date endorsed</b>	<b>Category</b>	<b>Summarise changes made</b>	<b>Reason for changes</b>	<b>Consulted</b>	<b>Changes endorsed by</b>
September 2021	Adoption of policy	N/A	Adoption of the policy	Board	Board