

Privacy Notice

Kidney Cancer UK (KCUK) takes the privacy of its users seriously.

We are committed to safeguarding the privacy of our users while providing a personalised and valuable service. We aim to be clear about what we do with your data and not do anything you wouldn't expect.

Developing a better understanding of our supporters through their personal data allows us to make more informed decisions, fundraise more efficiently and helps us to reach our ultimate goal of supporting kidney cancer patients and their families.

From May 2018, we will only send marketing communications to those that have stated that they are happy for us to do so via their preferred channel **here**. Our marketing communications include information about our latest charity news, fundraising, events, and merchandise. Should you wish not to receive these newsletters, please email compliance@kcuk.org.uk with 'Unsubscribe' in the subject line or click the 'unsubscribe' link on each newsletter.

Kidney Cancer UK Facebook Group

Our closed Facebook 'Kidney Cancer UK Support Group' is moderated and we reserve the right to remove comments and posts or users without warning or explanation. Visitor or member comments posted to these sites are not the views Kidney Cancer UK or its moderators.

The posting of personal information on a discussion/forum means your information is publicly accessible to anyone viewing the forum. Please take care when posting personal information; we cannot be responsible for the privacy of any identifiable information that you choose to post in our online community.

You can download a pdf version of the policy **here** we can provide you with a hard copy upon request.

At the end of this notice you will find a Glossary to understand the meaning of some of the terms used in this privacy notice.

1. IMPORTANT INFORMATION AND WHO WE ARE

PURPOSE OF THIS PRIVACY NOTICE

This privacy notice aims to give you information on how KCUK collects and processes your personal data including any data you may provide through this website.

This website is not intended for children and we do not knowingly collect data relating to children.



Kidney Cancer UK

The Old Granary, Abington Park, Great Abington, Cambridge, CB21 6AX
01223 870 008 office1@kcuk.org.uk www.kcuk.org.uk  @kidneycanceruk

Kidney Cancer UK & Kidney Cancer Scotland & Kidney Cancer Care are trading titles of James Whale Fund LTD
Registered office: Church Farm Cottage, Church Hill, Hempstead, Essex, CB10 2PA. Company Number England & Wales (05937304)
James Whale Fund LTD is a registered Charity in England & Wales (1120146) & Scotland (SC043642)

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

CONTROLLER

KCUK is the controller and responsible for your personal data (collectively referred to as “we”, “us” or “our” in this privacy notice).

If you have any questions about this, please contact us on office1@kcuk.org.uk.

CONTACT DETAILS

Full name of legal entity: James Whale Fund Limited

Name or title of Data Protection Officer: *Alice Dewey, Development & Project Officer*

Email address: office1@kcuk.org.uk.

Postal address: Kidney Cancer UK, The Old Coach House, 56 High Street, Harston, Cambridge, CB22 7PZ

Telephone number: 01223-870008 (**Monday to Friday 9am-5pm**)

You have the right to make a complaint at any time to the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

CHANGES TO THE PRIVACY NOTICE

This version was last updated in August 2018.

PLEASE KEEP US UPDATED ABOUT YOUR DETAILS

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

THIRD-PARTY LINKS

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect

or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

2. THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- **Identity Data** includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.
- **Contact Data** includes billing address, delivery address where applicable, email address and telephone numbers.
- **Financial Data** includes bank account details.
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased via us.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
- **Profile Data** includes your username and password or purchases made by you, your interests, preferences, feedback and survey responses.
- **Usage Data** includes information about how you use our website, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and your communication preferences.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

IF YOU FAIL TO PROVIDE PERSONAL DATA

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to

provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

3. HOW IS YOUR PERSONAL DATA COLLECTED?

We use different methods to collect data from and about you including through:

- **Direct interactions.** You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - tell us your story
 - ring our careline or counselling service
 - submit a patient grant application
 - make a donation
 - sign up for one of our events
 - create an account on our website;
 - contact us through the website or otherwise (by post, email or phone);
 - request marketing or fundraising materials or information be sent to you;
 - enter our survey;
 - give us some feedback; and/or
 - otherwise communicate with us.
- **Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see our cookie policy <https://www.kcuk.org.uk/cookie-policy/> for further details.
- **Third parties, indirectly or publicly available sources.** We may receive personal data about you from various third parties and public sources as set out below:
 - (a) analytics providers such as Google based outside the EU;
 - (b) search information providers based inside or outside the EU such as:
 - Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the EU;

- (c) independent event organisers, for example, fundraising sites such as Just Giving or Virgin Money Giving. They will only do so when you have indicated that you wish to support us and with your consent. Please check their Privacy Policy when you provide your information to understand fully how they will process your data.

4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

Generally we do not rely on consent as a legal basis for processing your personal data unless we advise you otherwise (see above regarding marketing communications with you).

PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal basis we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please see below if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

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 website.

Sharing your Story

Some people choose to tell us about their experiences with kidney cancer (which is shared anonymously unless otherwise stated) to help promote our work. They may take on a role as an Ambassador, or attend our patient focused events. This may include them sharing sensitive information related to their health and family life in addition to their biographical and contact

information.

If we have confirmed consent of the individual, or their parent or guardian if they are under 18, this information may be made public by us at event, in materials promoting our campaigning and fundraising work.

Support for individuals affected by Kidney Cancer

We run services to provide support to individuals affected by kidney cancer, and collect personal data in order to provide those services. Our Health Professionals answering the careline collect sensitive personal data about your health when you speak to them. They will use this information to answer your questions and give advice and guidance. We will also use it for training, quality monitoring or evaluating the services we provide.

Children's Data

If we support children, we will seek consent from a parent or guardian before collecting information about them. Information could be collected if a child is attending one of our events, but it could also be sensitive personal data if they are accessing our careline service.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
If you support us, for example make a donation, volunteer, register to fundraise, sign up for an event or buy something from our shop, we usually collect:	(a) Identity (b) Contact	Legitimate Interests (to contact you for fundraising activities and purposes and keep you informed about our initiatives and marketing and gift aid)
In addition to the above where it is appropriate for example applying for a patient support grant, we may also ask for:	(a) Information relating to your health (b) Why you have decided to donate to us	Legitimate Interests (to support grant applications)
To register as a new supplier	(a) Identity (b) Contact	Performance of a contract with you

<p>To:</p> <ul style="list-style-type: none"> - provide you with services, products or information you have requested - 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 and information. 	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications 	<ul style="list-style-type: none"> (a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover keep in touch with you for future donations, feedback, surveys and news)
<p>To manage our relationship with you which will include:</p> <ul style="list-style-type: none"> (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey 	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Profile (d) Marketing and Communications 	<ul style="list-style-type: none"> (a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how our donors and users use our products/services)
<p>To enable you to partake in a survey</p>	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications 	<ul style="list-style-type: none"> (a) Necessary for our legitimate interests (to study how donors and users use our services, to develop them and grow our organisation)
<p>To administer and protect our business and this website (including</p>	<ul style="list-style-type: none"> (a) Identity (b) Contact 	<ul style="list-style-type: none"> (a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network

troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(c) Technical	security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our organisation and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of donors and users for our services, to keep our website updated and relevant, to develop our organisation and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests (to develop our services and grow)

MARKETING

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

OPTING OUT

You can ask us to stop sending you marketing messages at any time by visiting our website here <https://www.kcuk.org.uk/contact-us/personal-data-preferences/> and checking or unchecking relevant boxes to adjust your marketing preferences or by following the opt-out links on any marketing message sent to you or by contacting us at any time on office1@kcuk.org.uk

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, product/service experience or other transactions.

COOKIES

Please see our Cookie Policy <https://www.kcuk.org.uk/cookie-policy/>

CHANGE OF PURPOSE

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

- Third party consultants, contractors or other service providers – including but not limited to: I.T support, software providers and website developers.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

Please note that we reserve the right to access and disclose individually identifiable

information to comply with applicable laws and lawful government requests, to operate our systems properly and to protect both our users and ourselves.

Subject to the above we do not disclose your personal data to any third party organisation without your consent.

6. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Please be aware that communications over the internet, including via email, are not secure unless they have been encrypted.

7. DATA RETENTION

HOW LONG WILL YOU USE MY PERSONAL DATA FOR?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, insurance valuation or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Details of retention periods for different aspects of your personal data are available upon request from us.

8. YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data (see also our glossary, below).

If you wish to exercise any of the rights set out above, please contact office1@kcuk.org.uk

NO FEE USUALLY REQUIRED

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

WHAT WE MAY NEED FROM YOU

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

TIME LIMIT TO RESPOND

We try to respond to all legitimate requests within 28 days. Occasionally it may take us longer than 28 days if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. GLOSSARY

LAWFUL BASIS

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us office1@kcuk.org.uk

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Comply with a legal or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

YOUR LEGAL RIGHTS

You have the right to:

Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data’s accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.