

PRIVACY NOTICE

We value your personal privacy and appreciate that you entrust your personal details to us.

We do need to retain some information in order to keep in touch with you or to provide the services that you have requested to be a part of. We do however operate a strict privacy policy, which enables our contacts to opt-in to receiving information from us, and to select the way they receive this information – whether it is by email or post. You may contact us at any time to request removal from our lists.

When completing any forms, you consent to the collection and use of your information by Alzheimers Dementia Support ('ADS'). We may also capture observations in the course of our service provision. Our privacy policy operates in accordance with the Data Protection Act 1998 and the amendments of May 2018.

WHAT INFORMATION DO WE COLLECT AND HOW DO WE USE IT?

If you are a member, we may collect all of your contact details and possibly any medical conditions that would impact on the service that we provide for you. This could also include the details of emergency contacts.

If you are a volunteer, we may also require references and the details needed when applying for a DBS check.

If you have elected to Gift Aid, we retain only your contact detail, tax-payer status and the amount of funds received through your donations.

We may also ask you to sign a form agreeing that we may take photographs of you either for use in our marketing and communications or to ensure your safety when using one of our services.

We may therefore collect data under the following sections of the General Data Protection Regulations (hereafter referred to as GDPR):

Consent: We will use the data to involve you in our services

Sensitive Data: This may include racial or ethnic origin or information about your physical or mental health

Legal Obligation: This will include the information provided on our GiftAid form which we must retain for the purpose of reporting to HMRC and where we are obligated by HMRC to advise individuals of the value of their donations.

Legitimate Interest: Where we need to review our services. For example, determining our operation strategy, determining trends, resource checking or for direct marketing

We commit to retaining only the information vital to the provision of our services and to the operation of the charity.

HOW DO WE PROTECT YOUR INFORMATION?

Your information is kept on a secure server or Mailchimp and where hard copies need to be retained, locked within secure premises. We may have pass-code protected mobile phone access, including photographs during the use of our services.

Direct Access to the data is only given to Alzheimers Dementia Support staff and, where applicable, our authorised volunteers, with rare exceptions (see Third Parties below). Our data storage is reviewed under the GDPR regulations.

USE OF COOKIES

Cookies are small pieces of text information sent to your web browser when visiting a website. Cookies are designed to store information about your visit to any website and so enhance the functionality of your visit, no personal information or information that could be used to identify individuals is held in these cookies.

DISCLOSING INFORMATION TO THIRD PARTIES

We do not sell, trade or rent your personal information to companies. We may, on occasion, need to provide your details to other agencies, for example the emergency services, or the HMRC for enquiries relating to Gift Aid. Also, we may need to disclose your details if required to the police, regulatory bodies or legal advisors.

We will only ever share your information in other circumstances if we have your informed and explicit consent.

PERSONAL DATA – CHANGING WHAT WE HOLD

To ensure we provide you with the best possible support and relevant information, it is important we keep the data we hold about you up-to-date. You may change any of the information we keep about you at any time by sending an email to info@alzheimersdementiasupport.co.uk

If you wish to take up your right to see the personal data we hold about you please put your request in writing to the Privacy Officer at the mailing address below. Please include a return address with your request. We reserve the right to make an administration charge for repeated or excessive requests.

DATA USER

Mailing Address:

Alzheimers Dementia Support, Unit 113, 5 High Street, Maidenhead, Berkshire SL6 1JN

Registered office:

Alzheimers Dementia Support, Belmont Place, Belmont Road, Maidenhead, Berkshire SL6 6TB

Registered in England No: 07687060

Charity No: 1143867