

## Fundraising Privacy Statement

This Fundraising Privacy Statement applies to LauraLynn, Ireland's Children's Hospice (CSH) and summarises how we obtain, use, and manage our supporter's personal data.

If you have any questions about this Fundraising Privacy Statement or our Data Protection policies, you can contact us at:

**Data Protection Officer:** [amoseley@lauralynn.ie](mailto:amoseley@lauralynn.ie)

This statement relates to our privacy practices in connection with this website and our fundraising activities. We are not responsible for the content or privacy practices of other websites. Some technical terms used in this statement are explained at the end of this page. If you choose to visit this site and use this site, your visit and use and any dispute arising therefrom in respect of privacy, is subject to this Fundraising Privacy Statement and our Terms and Conditions of use including the limitations and the exclusions expressed and included therein.

### Who We Are

**CSH Childcare Services** and **The Children's Sunshine Home** operating as **LauraLynn Ireland's Children's Hospice** are companies limited by guarantee, and are both registered charities with Revenue with separate charity numbers.

LauraLynn Children's Hospice opened in September 2011, however it evolved through the merging of the long established Children's Sunshine Home, which dates back to 1925, with the more recently established LauraLynn Foundation, which had been set up in 2001 by Jane and Brendan McKenna after their daughters, Laura aged four and 15-year-old Lynn, passed away within two years of each other.

LauraLynn, Ireland's Children's Hospice, is the only children's hospice in the Republic of Ireland, providing palliative care to children with life-limiting conditions (aged 0-18 years) and their families from all across Ireland.

Our holistic approach to care enables us to support the whole family, allowing patients to be children and parents to be parents rather than full-time carers. **Care can be availed of in our hospice in Dublin, at hospital, in the community, or in the family home**, depending on the child and family's preference.

Our service focuses on enhancing quality of life, which includes physical comfort and wellbeing, as well as the emotional, social and spiritual aspects of care of the family; **supporting them from the point of diagnosis to end of life, and throughout bereavement**, with a range of nursing, practical, emotional and medical care. All LauraLynn **services are provided free to families** thanks to our donors' generosity.

On our 3.6 acre site, in addition to **LauraLynn House** are **Hazel House, Hollyoaks** and **Willow View**, which were formerly known collectively as **Children's Sunshine Home**. Within these residential houses we provide care for children and adults with intellectual disabilities and funding is provided by the HSE.

## Contacting Us

Our Postal Address: LauraLynn Children's Hospice, Leopardstown Road, Foxrock, Dublin 18

General Contact: [info@lauralynn.ie](mailto:info@lauralynn.ie)

Data Protection Queries: [amoseley@lauralynn.ie](mailto:amoseley@lauralynn.ie)

## General Statement

LauraLynn fully respects your right to privacy and will not collect any personal information about you on this website without your clear permission or a valid basis for processing that information. Any personal information which you volunteer will be treated with the highest standards of security and confidentiality, strictly in accordance with recognised international standards and good practices.

As LauraLynn is based in Ireland, EU Data Protection law applies and LauraLynn works to constantly improve its governance of personal data to ensure we comply with current legislation and guidance.

## Collection and use of Personal Information

LauraLynn uses the personal data of our Donors and Supporters for a variety of reasons that are directly related to our fundraising to support delivery of hospice services. You can opt out of any use of your data at any time by contacting our Database administrator at [jdunleavy@lauralynn.ie](mailto:jdunleavy@lauralynn.ie)

## Fundraising Appeals

We conduct fundraising appeals by direct postal mail, by email, and by telephone. If you have provided us with your postal address, we will contact you by post in relation to fundraising unless you opt-out.

When you provide your telephone number or email address, we will ask you if we can send you fundraising materials by email or phone you. This may be by way of a tick box, conversation over the phone or it could be by giving you an optional field you can fill in if you want to. You can opt-out of phone or email contact at any time either by following the instructions in the communication, or by contacting our Data Protection Officer.

If you have given us your email address we will also use it to match you against statistical profiles in Facebook or other services in a practice known as *remarketing* so you will be more likely to see information about LauraLynn Appeals in your Facebook Timeline, and so people who share your characteristics on those platforms will be more likely to see our fundraising calls to action as well. Whilst we use your email address to match profiles, LauraLynn does not access or use any of your other personal data through Facebook. To have your email address excluded from this processing, you should contact the Data Protection Officer.

We also undertake appeals through our Website, Facebook and other social media platforms.

On our website, in addition to gathering personal details, we also collect sensitive data including bank account details and credit/debit cards. We endeavour to provide the highest

level of security as regards your credit card details, during your use of the LauraLynn website by using Global Payment software and Sentennial which encrypts the information which you have inputted. However internet transmissions are never 100% private or secure. As a result, while we try to protect your personal information, LauraLynn cannot guarantee the security of any information you transmit to us and you do so at your own risk.

LauraLynn can also not be held responsible for factors outside of our control such as credit card details that are sent to LauraLynn by post etc.

### **Dealing with People in Vulnerable Circumstances**

We are committed to protecting vulnerable supporters as well as protecting the interests of people in vulnerable circumstances when fundraising for us.

### **Events**

We occasionally run events to raise awareness of how our fundraising helps service users in LauraLynn and to raise much needed funds. If you have given us your email address, postal address, or telephone number we may use them to let you know about current and future events and remind you about them if:

- For postal addresses, you are not opted-out of receiving postal communication.
- For telephone and email addresses, if you are opted in to receiving information about fundraising.

You can ask to be removed from our contact list for Events at any time by contacting the Data Protection Officer.

### **Newsletters**

LauraLynn send out occasional newsletters to keep our supporters and donors updated about how we they are supporting the development and delivery services at LauraLynn. These Newsletters are sent by post or by email.

- If you have given us your postal address, we will send you a newsletter by post unless you tell us you don't want to receive them (opted-out).
- If you have given us your email address for the purposes of sending you an email, we will send them to you until you tell us you have changed your mind (opted-out) From time to time newsletters may contain information about how you might donate or otherwise support LauraLynn.

You can ask to be removed from our contact list for Newsletters at any time by contacting the Data Protection Officer.

### **Conducting Surveys of Donors and Supporters**

We like to know how well we are doing in meeting your expectations. From time to time we engage in surveys of donors and supporters. These surveys are also a great opportunity for us to make sure we have correct and up to date information on donors and supporters. If you don't want to receive surveys from us you can opt-out at any time by contacting the Data Protection Officer.

### **Leaving a Legacy**

From time to time we will communicate with existing donors and supporters about the benefits of leaving legacy and remembering LauraLynn in their Will. This is a type of fundraising appeal and we will use your email address, postal address, or telephone number where appropriate to contact you for that purpose.

We may also use postal addresses obtained from third party agencies to send letters letting people know about the options for legacy giving.

You can opt-out of receiving information about leaving a legacy at any time by contacting the Data Protection Officer.

### **Community Fundraising**

We are grateful for our network of supporters who work in the community to fundraise on our behalf. If you contact us to get involved in community fundraising, we will use your postal address, email address, and phone number to contact you about community fundraising activities and to send you fundraising materials, advice, and any guidance on our standards and codes of conduct for fundraisers (such as information on our Data Protection policy and "Do's and Don'ts").

You can ask to be removed from our contact list for Community Fundraisers at any time by contacting the Data Protection Officer.

### **Statistical Analysis of Donors**

To help us ensure that our fundraising campaigns are efficient, effective, and not annoying to people, we may conduct statistical analysis of donors using a variety of demographic profile data obtained from third parties such as the CSO and Facebook or from our own CRM. This helps us identify how best to use our resources as efficiently as possible and also how to minimise the annoyance to our donors and supporters that can be caused by too frequent requests for support.

This analysis is carried out on anonymised data sets and donors and supporters are then matched to specific categories called "segments". These segments are used to help support fundraising campaign planning and execution.

You can ask to be excluded from this type of analysis by contacting the Data Protection Officer but you may receive a greater number of fundraising requests than otherwise or you may receive communications from us that might not be relevant to you or your lifestyle and donation history.

### **Profiling**

LauraLynn will occasionally analyse our database and the information that we hold about you. We do so in order to improve the efficiency, cost effectiveness and relevance of our communication with you (profiling), you will be informed about this as soon as possible, but at the latest when we contact you as a result of such profiling by reference to this privacy statement.

We may occasionally use geo-demographic and/or other personal information which may include identification of individuals' capacity to give, through a process called 'wealth screening', using publically available information sources. We may also carry out our own research into our supporters, again using publically available information or information that you provide us with. This allows us to tailor our fundraising and marketing activities to make them as appropriate as possible for our supporters and reflect their interests as closely as possible.

If you would prefer us not to process your personal data for the purpose of wealth screening, we will respect your wishes.

If you do not wish to be subject to such profiling or wealth screening or wish to update your contact preferences, please contact Jacqui on 01 2893151, who will happily address your request or email [jdunleavy@lauralynn.ie](mailto:jdunleavy@lauralynn.ie)

### **Use of Third Parties**

In an ideal world, we'd be able to do all of this ourselves. However, to get the right technology, the best tools, and the right team helping us, LauraLynn engages the services of a variety of third party service providers.

These include:

- Payment Processing Services (e.g. Global Payments and PayPal)
- Marketing Agencies including Public Fundraising Donor Recruitment Agencies and Call Centres
- Data Analytics and Market research companies
- Email Service providers (e.g. Mailchimp, Campaign Monitor)
- Survey management tools (e.g. SurveyMonkey)
- Postal Mail Marketing companies

### **Data Sharing with Third Parties**

To execute our fundraising and donor management objectives we work with third party suppliers and often have to share personal data such as names and addresses or email addresses with them as well as sensitive data like bank accounts and debit/credit card details. This sharing is always undertaken

- For specific purposes in a particular project or delivery of a specific service
- Under strict contractual controls which will ensure secure transfer of all data In line with appropriate information security standards
- Done under the strictest of controls. Your privacy in these situations is of paramount importance to LauraLynn

### **Obtaining Data from Third Parties**

In line with standard practice in marketing and fundraising, LauraLynn may, from time to time, acquire data from 3<sup>rd</sup> party brokers for the purposes of conducting fundraising campaigns. These brokers undertake and warrant to us in their contracts that they have obtained this data fairly and in compliance with Data Protection laws.

### Transfers Outside the EU/EEA

Some of the 3<sup>rd</sup> Party services or suppliers we use are based outside the EU/EEA. Transfers of data to these parties are conducted in line with the relevant Data Protection rules and are kept under constant review.

For entities in the United States, we only use companies who are signed up to the Privacy Shield Framework. In an instance where a company is not signed up to the Privacy Shield Framework, we use a Model Contract Clauses as the basis for transfers.

### Retention of Data

The periods for which we retain Donor and Supporter data are kept under regular review.

### Exercising your Rights as a Data Subject

As a Data Subject you have a variety of rights under EU law. These include:

- The Right to be told if data about you is being processed, and for what purpose
- The Right to receive a copy of all data that LauraLynn holds about you
- The Right to object to your data being processed for a given purpose
- The Right to object to your data being included in any form of data profiling
- The Right to have errors in the data we hold about you corrected
- The Right to have data about you deleted, except where we have a valid overriding reason for keeping it.

To exercise any of these rights, please contact the Data Protection Officer at [amoseley@lauralynn.ie](mailto:amoseley@lauralynn.ie)

### Collection and use of Technical Information

Like most websites this site uses cookies to help make the site better. [See our Privacy Statement here.](#)

### Changes to this Policy

We may change our privacy policy from time to time so please check back periodically.

### Glossary of Technical Terms Used

- **Web browser** – The piece of software you use to read web pages. Examples are Microsoft Internet Explorer, Netscape Navigator and Opera.
- **IP address** – The identifying details for your computer (or your internet company's computer), expressed in "internet protocol" code (for example 192.168.72.34). Every computer connected to the web has a unique IP address, although the address may not be the same every time a connection is made.
- **Cookies** – Small pieces of information, stored in simple text files, placed on your computer by a web site. Cookies can be read by the web site on your subsequent visits. The information stored in a cookie may relate to your browsing habits on the web page, or a unique identification number so that the web site can "remember" you on your return visit. Generally speaking, cookies do not contain personal information from which you can be identified, unless you have furnished such information to the web site.

- **Remarketing** – The use of data provided by existing customers or supporters, in a pseudonymised or anonymised form, to develop statistical models for improved audience targeting in on-line advertising on platforms such as Google AdWords, Facebook, LinkedIn, or Twitter.