



# LauraLynn Privacy Statement Fundraising

## 1. Who we are

LauraLynn, Ireland's Children's Hospice provides specialist palliative and supportive care services to meet the needs of children with life limiting conditions and their families in Ireland.

Our LauraLynn Model of Care describes our supports within five pillars of children's hospice care: Direct Care, Family Support, Symptom Management, End-of-Life Care and Bereavement Support.

The aim of our Model of Care is to ensure that the right child receives the right care, at the right time, in the right place, by the right team.

This Privacy Statement refers to our commitment to our compliance to data protection legislation including the Irish Data Protection Acts and the EU General Data Protection Regulation.

Throughout this document "we", "us", "our" and "ours" refers to LauraLynn, Ireland's Children's Hospice. Our registered address is Leopardstown Road, Foxrock, Dublin 18-Eircode: D18XO63.

## 2. How to contact Our Data Protection Officer

There are many ways you can contact us, including: by phone, email, and post.

Email	<a href="mailto:dpo@lauralynn.ie">dpo@lauralynn.ie</a>
Phone	Data Protection Officer 0353 1 2893151
Our postal address	Data Protection Officer, LauraLynn, Ireland's Children's Hospice Leopardstown Road, Foxrock, Dublin 18-Eircode: D18XO63

## 3. The information we collect about you

Personal data means data relating to a living individual who is or can be identified either from the data or from the data in conjunction with other information that is in, or is likely to come into, the possession of the data controller, who is LauraLynn Ireland's Children's Hospice.

Personal data will be obtained in a lawful, fair and transparent manner for a specified purpose and will not be disclosed to any third party, except in a manner compatible with that purpose.

## 4. Legal Basis for processing your data

### Consent

- Where we have a record of your specific and recent consent to allow us to contact you in relation to our fundraising activities.
- Where you have shared your personal information with us, such as contact and bank details, to enable us to collect regular donations through your bank or credit card.
- Where you have explicitly agreed to us processing your information and / or your child's information for the use of photographs and or videos for inclusion on social media platforms,



# LauraLynn Privacy Statement Fundraising

in publications, and or on our website for awareness of our services and for fundraising campaigns.

- Where consent is relied upon as a basis for processing of any personal data, you will be presented with an option to agree or disagree with the collection, use or disclosure of personal data. Once consent is obtained, it can be withdrawn at any stage

## Legitimate interest

From time to time we undertake direct mail campaigns. Where we do so we rely on the lawful processing of legitimate interest for the purpose of fundraising. Under the data protection section, you will be presented with an option to opt out of such campaigns.

## 5. When and how we collect information about you

Your information is collected in a number of different ways.

- When you make a donation
- When you sign up to a regular giving campaign
- When you make a purchase through our web store
- When you register for a challenge or fundraising event
- When you sign up to our Newsletter on the website

Types of Personal Data (i.e. any information relating to an identified or identifiable person)	
Demographic Data	date of birth, gender, marital status,
Contact Details	Title, first name, middle name, last name, maiden name, telephone, mobile, email, address, job title, employer, child's contact name, relationship to child, individual relationships
Digital identifiers	Photos
Financial Data	Bank Account or Credit Card Details, Direct Debit Mandate, donation history
Government Identifiers	PPS No

## 6. Protecting your data

We collect this data in a transparent way and only with the full knowledge of interested parties. Once this information is available to us, the following rules apply:

Our data will be:

- Accurate and kept up-to-date
- Collected fairly and for lawful purposes only
- Processed by us on the basis of explicated consent with the Service Provision Terms & Conditions, consent, legal compliance or legitimate interest
- Protected against any unauthorised access or illegal processing by internal or external parties.

Our data will not be:



# LauraLynn Privacy Statement Fundraising

- Communicated to any unauthorised internal or external parties
- Stored for longer than required for the purpose obtained
- Transferred to organisations, states or countries outside the European Economic Area without adequate safeguards being put in place as required under Data Protection Law

Our commitment to protect your data:

- Restrict and monitor access to sensitive data
- Develop transparent data collection procedures
- Train employees in data protection and security measures
- Build secure networks to protect online data from cyber attacks
- Establish clear procedures for reporting privacy breaches or data misuse
- Establish data protection practices (document shredding, secure locks, data encryption, frequent backups, access authorisation etc.).

## 7. Purpose for processing your data

We use your information for the purposes of Fundraising activities directly related to supporting delivery of Hospice Services. Such activities include fundraising appeals, events, conducting surveys and newsletters.

### 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



## LauraLynn Privacy Statement Fundraising

### 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. 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 Meta 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.

If you have given us your email address we will also use it to match you against statistical profiles in Meta and/or other social platforms in a practice known as remarketing, therefore, you will be more likely to see information about LauraLynn on your digital platforms. Profiles 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 Meta and/or other social platforms. To have your email address excluded from this processing, you should contact the Data Protection Officer

*\*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, Meta, LinkedIn, TikTok or Twitter.*



# LauraLynn Privacy Statement Fundraising

## Analysis

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 (analysis), you will be informed about this as soon as possible, but at the latest when we contact you as a result of such analysis 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 publicly available information sources. We may also carry out our own research into our supporters, again using publicly 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 analysis 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).

## 8. Who we share your information with

We may disclose your personal data to external third parties in connection with specific purposes and compliance, including:

- Payment Processing Services (e.g. Global Payments and PayPal)
- Marketing & PR 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
- Design and Print agencies
- Website and Digital Agencies
- Post & Fulfilment agencies

## 9. How long will we hold your information

We will only retain personal data for as long as necessary for the purposes for which it was collected as required by law or regulatory guidance to which we are subject or to defend any legal actions or as per our data retention policy.

## 10. Implications of not providing information

Where lawful basis is a statutory or contractual requirement, or if a service user/individual is obliged to provide their personal data, (failure to provide this information may result in us being unable to provide this service).



## LauraLynn Privacy Statement Fundraising

### 11. Processing your information outside the EEA

Some of third parties we share your data with may reside outside the European Economic Area (which currently comprises the Member states of the European Union plus Norway, Iceland and Liechtenstein). If we do this, your information will be treated to the same standards adopted in Ireland and include the following data protection transfer mechanisms:

- Model Clauses (also known as Standard Contractual Clauses) are standard clauses in our contracts with our service providers to ensure that any personal data leaving the EEA will be transferred in compliance with EU data-protection law. Copies of our current Model Clauses are available on request.
- Transfers to countries outside the EEA which have an adequate level of protection as approved by the European Commission (such as the United Kingdom).

Transfers permitted in specific situations where a derogation applies as set out in Article 49 of the GDPR. For example, where it is necessary to transfer information to a non-EEA country to perform our contract with you.

### 12. How to exercise your information rights (including the right to object)

#### Erasure

##### **When have I the right to all my personal data being deleted by LauraLynn:**

You have the right to have your personal data deleted without undue delay if:

- The personal data is no longer necessary in relation to the purpose(s) for which it was collected/processed
- You are withdrawing consent and where there is no other legal ground for the processing
- You object to the processing and there are no overriding legitimate grounds for the processing
- The personal data has been unlawfully processed
- The personal data must be erased so that we are in compliance with legal obligation

##### **What happens if LauraLynn has made my personal data public?**

If we have made your personal data public, we, taking account of available technology and the cost of implementation, will take reasonable steps, including technical measures, to inform those who are processing your personal data that you have requested the erasure.

##### **What happens if LauraLynn has disclosed my personal data to third parties?**

Where we have disclosed your personal data in question to third parties, we will inform them of your request for erasure where possible. We will also confirm to you details of relevant third parties to whom the data has been disclosed where appropriate.

#### Data portability



## LauraLynn Privacy Statement Fundraising

### **When can I receive my personal data in machine-readable format from LauraLynn?**

You will receive your personal data concerning you in a structured, commonly used and machine-readable format if:

- processing is based on consent or contract
- processing is carried out by automated means.

### **Would LauraLynn transfer the personal data to another service provider if I requested this?**

We can transfer this data to another service provider selected by you on your written instruction where it is technically feasible taking into account the available technology and the feasible cost of transfer proportionate to the service we provide to you.

### **Under what circumstances can LauraLynn refuse?**

You will not be able to obtain, or have transferred in machine-readable format, your personal data if we are processing this data in the public interest or in the exercise of official authority vested in us.

### **Will LauraLynn provide me with my personal data if the file contains the personal data of others?**

We will only provide you with your personal data, ensuring we protect the rights and freedoms of others. Where personal data of another person may be on the same file(s) as yours, we will redact the full details of the other person.

Contact us at ([dpo@lauralynn.ie](mailto:dpo@lauralynn.ie)).

## **Automated individual decision making**

### **What are my rights in respect of automated decision making?**

LauraLynn does not have any automated decision-making processes. Where any such processes are introduced, we will provide you with the relevant information required under the "General Data Protection Regulation".

## **Object**

### **Have I already been informed about my right to object?**

We have informed you of your right to object prior to us collecting any of your personal data as stated in our privacy statement.

### **When can I object to LauraLynn processing my personal data?**

You can object on grounds relating to your situation.

LauraLynn will stop processing your personal data unless:

- we can demonstrate compelling legitimate grounds for the processing, which override your interests, rights and freedoms
- the processing is for the establishment, exercise or defence of legal claims.

## **Restrict processing**



## LauraLynn Privacy Statement Fundraising

### When can I restrict processing?

You may have processing of your personal data restricted:

- While we are verifying the accuracy of your personal data which you have contested
- If you choose restricted processing over erasure where processing is unlawful
- If we no longer need the personal data for its original purpose but are required to hold the personal data for defence of legal claims
- Where you have objected to the processing (where it was necessary for the performance of a public interest task or purpose of legitimate interests), and we are considering whether our legitimate grounds override.

### What if LauraLynn has provided my personal data to third parties?

Where we have disclosed your personal data in question to third parties, we will inform them about the restriction on the processing, unless it is impossible or involves disproportionate effort to do so.

### How will I know if the restriction is lifted by LauraLynn and/or relevant third parties?

We will inform you on an individual basis when a restriction on processing has been lifted. Contact us at ([dpo@lauralynn.ie](mailto:dpo@lauralynn.ie)).

## Rectification

### What can I do if LauraLynn is holding incorrect personal data about me?

Where you suspect that data we hold about you is inaccurate, we will on demand rectify any inaccuracies without undue delay and provide confirmation of same.

### What happens if LauraLynn has disclosed my personal data to third parties?

Where we have disclosed inaccurate personal data to third parties, we will inform them and request confirmation that rectification has occurred. We will also provide you with details of the third parties to whom your personal data has been disclosed.

Contact us at ([dpo@lauralynn.ie](mailto:dpo@lauralynn.ie)).

## Withdraw consent

### Under what circumstances could I withdraw consent?

You can withdraw consent if we are processing your personal data based on your consent.

### When can I withdraw consent?

You can withdraw consent at any time.

### If I withdraw consent what happens to my current data?

Any processing based on your consent will cease upon the withdrawal of that consent. Your withdrawal will not affect any processing of personal data prior to your withdrawal of consent, or any processing which is not based on your consent.

Contact us at ([dpo@lauralynn.ie](mailto:dpo@lauralynn.ie)).





# LauraLynn Privacy Statement Fundraising

## Lodge a complaint

### Can I lodge a complaint with the Data Protection Commission?

You can lodge a complaint with the Data Protection Commission in respect of any processing by or on behalf of LauraLynn of personal data relating to you.

### How do I lodge a complaint?

Making a complaint is simple and free. All you need to do is write to the Data Protection Commission giving details about the matter. You should clearly identify the organisation or individual you are complaining about. You should also outline the steps you have taken to have your concerns dealt with by the organisation, and what sort of response you received from them. Please also provide copies of any letters between you and the organisation, as well as supporting evidence/material.

Contact details to lodge a complaint:

Contact	Data Protection Commission
Telephone	+353 57 8685800/=353 761104800
Email	info@dataprotection.ie
Address	Office of the Data Protection Commission Canal House Station Road Portarlinton R32 AP23 Co Laois

### What happens after I make the complaint?

The Data Protection Commission will then take the matter up with LauraLynn on your behalf.

## Access your data

### When do I have the right to access my personal data from LauraLynn?

Where LauraLynn process any personal data relating to you, you have the right to obtain confirmation of same from us and to have access to your data.

### What information will LauraLynn provide to me?

If we are processing your personal data, you are entitled to access a copy of all such personal data processed by us subject to a verification process to ensure we are communicating with the correct person. We will provide any of the following information:

- why we are processing your personal data
- the types of personal data concerned
- the third parties or categories of third parties to whom the personal data have been or will be disclosed. We will inform you if any of the third parties are outside the European Economic Area (EEA) or international organisations
- how your personal data is safeguarded where we provide your personal data outside the European Economic Area or to an international organisation



## LauraLynn Privacy Statement Fundraising

- the length of time we will hold your data or if not possible, the criteria used to determine that period
- your rights to:
  - request any changes to inaccurate personal data held by us
  - have your personal data deleted on all our systems
  - restriction of processing of personal data concerning you
  - to object to such processing
  - data portability
- your right to lodge a complaint with the Data Protection Commission [info@dataprotection.ie](mailto:info@dataprotection.ie)
- where we have collected your personal data from a third party, we will provide you with the information as to our source of your personal data
- any automated decision-making, including profiling, which includes your personal data. We will provide you with meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for you.

### **How long will it take to receive my personal data from LauraLynn?**

We will provide you with a copy of the personal data we are currently processing within one month of request. In rare situations if we are unable to provide you with the data within one month we will notify you, within one month of your valid request, explaining the reason for the delay and will commit to delivery within a further two months.

### **How much will it cost me to receive my personal data?**

We will not charge for providing your personal data.

### **Can I request additional copies of my personal data?**

If you require additional copies, we will charge €20 to cover our administrative costs.

### **Can I receive my personal data electronically?**

You can request your personal data by electronic means and we will provide your personal data in a commonly used electronic form, if technically feasible.

### **What will LauraLynn do if another person's personal data is shared with my personal data?**

We will only provide you with your personal data, ensuring we protect the rights and freedoms of others. Where personal data of another person may be on the same file(s) as yours, we will redact the full details of the other person.

Contact us at [dpo@lauralynn.ie](mailto:dpo@lauralynn.ie).

## **15. Changes to this notice**

Where changes to this Privacy Statement occur, the updated version will be published on our website at [www.lauralynn.ie](http://www.lauralynn.ie) and where appropriate/possible communicated directly to individuals through a communication channel we deem appropriate.