

Privacy & Data Protection Policy

Introduction.

Yorkshire Air Ambulance (YAA) is committed to protecting the privacy of everyone who uses its services: as patients, supporters, employees or volunteers. Please read this policy carefully and any other documents referred to in this policy, to understand how YAA collects, uses and stores your personal information.

1. The Charity.

Yorkshire Air Ambulance Ltd is registered as a charity in England and Wales (registered charity number 1084305). Its registered office address is: Cayley House, 10 South Lane, Elland, HX5 0HQ.

2. Legal compliance.

YAA takes data protection very seriously. It is required to adhere to the requirements of the Data Protection Act 1998, the General Data Protection Regulations 2018 (GDPR), all other related privacy laws and any codes of practice issued by the Fundraising Regulator (FR) or the Information Commissioners Office (ICO). YAA's intention is to be compliant, user friendly and to ensure its supporters only receive information in which they are interested. Unless stated otherwise, YAA is the data controller in respect of all data it collects on this Website or otherwise. This means that YAA is responsible for full legal compliance.

As you browse the website, get in touch with the Charity, or use its services, YAA collects, processes and stores your personal information. This deepens the Charity's understanding of your interests, and helps YAA to improve the efficiency of the services of the Charity and any communications.

YAA and any of its trading subsidiaries will never exchange or sell your information to another organisation for its own marketing purposes. YAA knows that this is important to you, and wants to reassure you that you're always in control of how the Charity uses your personal information.

However, YAA does need to collect and use your personal information for carefully considered and legitimate business purposes, which helps to ensure YAA is run efficiently, raises funds effectively and delivers its charitable services. This policy sets out how your personal data will be used, what data is collected and YAA's legal basis for its use, together with details of your rights in respect of personal data.

3. Why the Charity collects personal data.

As a registered charity, YAA relies on the people of Yorkshire for support - both financially and in kind. Information about the local community, such as your personal information, may be used to help YAA effectively deliver its services or to help it raise funds for those charitable services. Ultimately, this means YAA is able to continue to provide excellent care to those who require its services.

Information is collected for various reasons:

- Information is collected and held about supporters in order to thank you appropriately following receipt of a donation, or to remain in contact with you to support your fundraising activities. This information is held on computer, paper record, or both.

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- Technical data is collected from visitors to the YAA website to ensure that content from the website is presented in the most effective manner for you and your computer.
- If you are a Lottery player data will be collected and held in order to be able to process your Lottery payments.

4. How personal data is collected.

- **Information you supply to YAA.** For example, when you register with the Charity to take part in, or run, an event, make a donation, become a volunteer or otherwise provide YAA with your personal information. This personal data may be given face to face, electronically (via email, website or social media pages), on paper (such as any form you complete) or verbally (such as during any telephone conversations you have with YAA).
- **Information received from your use of YAA's website and services.** The Charity collects information about the services you use and how you use them, for example when you watch a video on YouTube, visit the YAA website or social media pages (Facebook, Twitter and Instagram) or view and interact with any ads and content.
- **Information from third parties.** YAA may also receive information about you from third parties. For example, this may be from online fundraising sites such as Just Giving or Virgin Money Giving. This can include information such as your name, postal address, email address, phone number, your geographic location, credit/debit card details and whether you are a tax payer so that YAA is able to claim Gift Aid on your donations.
- **Information about other people.** If you provide YAA with personal data relating to any person other than yourself, you must ensure, before you do so, that they understand how their personal data will be used and that you are authorised to disclose it to YAA, and to consent to its use on their behalf.

5. The type of personal data collected.

YAA always strives to provide a clear, honest and transparent approach regarding how and when it may collect and use your personal data. The overview below summarises the different types of data YAA collects and some of the reasons why it does this. YAA may not use your personal information for all of these purposes – it will depend on the nature of the Charity's relationship with you, and how you interact with its services, websites, and fundraising activities. Data protection law recognises that certain categories of personal information are more sensitive. This is known as sensitive personal data and covers health information, race, religious beliefs and political opinions. YAA does not usually collect special categories of data about its supporters unless there is a clear reason for doing so.

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Purpose	Examples of personal data YAA may collect:
1. Fundraising and Marketing	<p>YAA undertakes a range of fundraising and marketing activities which are designed to raise income or promote the aims and objectives of the charity. The type and quantity of personal data collected and how it is used depends on why you are providing it. Where it is appropriate YAA may ask and record information about:</p> <ul style="list-style-type: none"> • Event specific information, in order to cater for your needs and ensure events are safe and legal. Examples include, but are not limited to: <ul style="list-style-type: none"> - Requesting sensitive personal information such as health information if you are participating in a “high risk” event such as a Skydive - Dietary requirements if you are attending an event where a meal is supplied - Your t-shirt size, for example, so that YAA can provide you with a running or cycling vest for an appropriate event - Your date of birth if there is an age restriction on an event or activity you have chosen to take part in, such as the YAA Lottery • Why you have decided to donate. YAA understands that you may have private reasons for doing so and you only need to supply this information if you are comfortable doing so. • Your bank or credit card details for donations, Lottery plays (any that are used for a single transaction only will be destroyed after use) • Information for Gift Aid – Information is collected regarding your status as a UK tax payer so that YAA can claim Gift Aid on appropriate donations. Please rest assured that no information about your actual tax payments is collected, but simply whether you are a tax payer, or not • Photo/Film Consent – Prior to the use of any images of you (still or moving), we will obtain your written consent to ensure we have the authority to use these images. Consent will not be obtained for the use of images obtained at public events where these images do not also include your personal, identifiable information (for example at a fair, public run or cycle event). • Sensitive personal information. If you make the information public or if you tell YAA about your experiences of the Charity (for example, by taking part as a case study); the Charity will make it clear when collecting this information from you what sensitive personal data is being collected, why it is being collected and the ways in which it may be used. <p>YAA may also need to use your personal information for the prevention of fraud, to identify any misuse of services, or for debt recovery</p>
2. Management of Volunteers	<p>YAA volunteers may be asked to provide the following information:</p> <ul style="list-style-type: none"> • Your name and contact details • Emergency contact information • Contact details for referees • Your interests, experience and relevant qualifications • Your driving licence record

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Purpose	Examples of personal data YAA may collect:
	<ul style="list-style-type: none"> • Any previous convictions • Your DBS check • Relevant medical information <p>Personal information may be used to ensure that the Charity gives you a volunteer role that is suitable to you, to manage and support you in your volunteering role, deliver training, involve and update you on YAA projects and campaigns and to ensure your safety. This may include sending you newsletters or information about fundraising activities so you can advise the public about the Charity's work.</p>
3. Retail trading and e-commerce activity	<p>YAA operates an e-commerce website. If you interact with this service, we will use your personal information to support your purchase, for example credit/debit card information and home address for delivery. However, financial information will not be retained following completion of the transaction.</p> <p>YAA may also use your personal information for the recovery of Gift Aid (where you have completed a Gift Aid declaration and it is applicable to the transaction).</p>
4. Wealth screening & financial profiling	<p>YAA does not undertake routine wealth screening or financial profiling of its supporters. Any such profiling would only be undertaken with the explicit consent of the supporter.</p>
5. Staff administration	<p>If you apply for or accept a job with YAA, it will collect, process and store your contact information, bank details and keep a full record of your application. The Charity will process the personal information of employees for recruitment, staff administration, remuneration, pensions, and performance management purposes.</p>
6. Website	<p>If you use the website YAA will store data about your internet browser, I.P. address, the timings of your visit and a record of which pages you visited.</p> <p>IP Address - In order to understand how the YAA website is used, the Charity may collect your Internet Protocol addresses (also known as IP addresses). Your IP address is a unique address that computer devices (such as PCs, tablets and smartphones) use to identify themselves and in order to communicate with other devices in the network.</p> <p>Cookies – YAA uses “cookies” to help track and monitor website usage. With cookies, the information collected and shared is anonymous and does not personally identify you. It does not contain your name, address, telephone number or email address. The cookies we use are cookieNotice, pxRatio and basketID, which is essential for parts of the site to operate. What is a cookie? A cookie is a small file of letters and numbers that YAA may put on your computer or mobile device when you access its website. These cookies allow you to be distinguished from other users of the website, helping to provide you with a good experience when you browse the website and also allowing YAA to improve its site. For example, they will tell the Charity whether you have visited the site before or whether you</p>

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Purpose	Examples of personal data YAA may collect:
	<p>are a new visitor. Access www.allaboutcookies.org to find out more about cookies and how you can disable them.</p> <p>Links to other websites – the YAA website may include links to other sites, not owned or managed by the Charity. These links are provided for your convenience. YAA is only responsible for its own privacy practices and security. It is recommended that you check the privacy and security policies and procedures of each and every other website that you visit and each organisation that holds your personal data.</p> <p>By using the YAA website and/or giving personal data to the YAA, you indicate that you consent to the Charity using your personal data in accordance with this Privacy Policy.</p>

6. How YAA will use your information.

When YAA collects and uses your personal information, it will ensure this is only done in accordance with at least one of the legal grounds available to us under Data Protection law. YAA may use your information to understand your needs and interests and to provide you with the best service possible.

Where YAA has a legal/contractual obligation to use your data;

- to claim Gift Aid (this involves sharing your information with HMRC)
- to fulfil sales made online
- to fulfil your membership to the YAA Lottery or Raffles
- for fraud prevention, credit risk reduction or otherwise as required by law or regulation

Where it is in YAA's legitimate interest to use your data;

- to process any donation(s) received from you
- to make contact with you for administration purposes
- for internal record keeping, such as the management or feedback of complaints
- to analyse and improve YAA's work, services, activities, products or information (including our website) or for its internal records
- to check on your preferences from time to time to ensure they are up to date
- to register and administer your participation in events for which you have registered or which you are holding to raise money on behalf of the Charity
- to confirm memberships and subscriptions (such as playing in the YAA Lottery)

The legal basis for the collection and use of your personal data is that you have given your consent and/or that it is in YAA's legitimate interest to do so in order to support the Charity's needs within Yorkshire. Your rights and freedoms are not prejudiced by this.

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Your credit and debit card information.

If you use your credit or debit card to donate to YAA, or buy something online, the Charity will pass your card details securely to its payment-processing partner as part of the payment process. This is done in accordance with the Payment Card Industry Security Standard. YAA will not store these details on its website or database.

7. Data sharing.

YAA will not exchange or sell your personal information to another organisation for their own marketing purposes. However, there are legitimate situations where the Charity may share data with trusted third parties, subcontractors, regulators or with law enforcement authorities. All trusted partners are required to comply with data protection laws and YAA's high standards. In these circumstances, YAA will always ensure appropriate contracts and controls are in place and will regularly monitor all partners to ensure their compliance. YAA will ensure that your personal data is properly protected and that it is only used in accordance with this Privacy Policy.

YAA uses third party electronic payment providers to administer some transactions. They have their own privacy policies and the Charity encourages you to read them

8. Your choice – accessing and updating your preferences.

It is not YAA practice not send unprompted communications. Even if you are an existing supporter of the Charity you will not directly receive subsequent requests for further donations, marketing materials or other communications.

YAA will not use your personal information for marketing purposes unless you have provided explicit consent for the Charity to do so (for example, by offering to tell your story as a patient or relative for YAA marketing purposes).

However, notwithstanding the above, should you wish to specifically request no contact from YAA you can e-mail the Charity at info@yaa.org.uk, following which YAA will retain your details on a suppression list to help ensure that we do not contact you. Alternatively, you can make a request not to be contacted by registering with the Fundraising Preference Service (FPS). Registration with the FPS will remove the necessity for YAA to retain your information on its own suppression list as any mailing would be automatically screened against this list.

9. Updating and correcting personal data.

YAA aims to ensure that all the information held about you is accurate and kept up to date. If any of the information is inaccurate and either you advise YAA, or the Charity becomes otherwise aware, it will be amended and updated as soon as possible.

Where appropriate, in order to maintain the accuracy of the Charity's database, YAA may use data cleansing services to keep information current. If you have registered a change of address with the Post Office's National Change of Address database, YAA will update your details through this mechanism.

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10. Under 18s.

YAA is committed to protecting the privacy of the young people who engage with the Charity. If you are under 18 please let YAA know when you contact it and ensure that you have the consent of a parent or guardian before providing your details. YAA will ensure that your information is only used for the purposes it has been provided and in some circumstances may refuse certain services, products or events.

11. Vulnerable supporters policy.

YAA is committed to protecting vulnerable supporters and follows the guidance issued by the Fundraising Regulator and Institute of Fundraising regarding treating donors fairly. YAA believes this helps to support staff and volunteers who come into contact with supporters, enabling them to provide high-quality customer care and ensuring anyone donating to YAA is in a position to make a free and informed decision.

12. Data security.

YAA takes the security of personal data and privacy seriously. Appropriate technical measures are maintained to safeguard personal data and procedures are in place to ensure that paper and computer systems and databases are protected against unauthorised disclosure, use, loss and damage.

Any sensitive information you send to YAA (such as credit card details) will be encrypted. Non-sensitive details (such as your email address, etc) are transmitted normally over the internet, and this can never be guaranteed to be 100% secure. As a result, whilst YAA strives to protect your personal information, it cannot guarantee the security of any information you transmit to the Charity and you do so at your own risk.

Personal data stored in the YAA database is only accessible by appropriately trained staff and volunteers who need to access your personal data as an essential part of their role. All access is tracked through individual login credentials.

Third party service providers are only used where YAA is satisfied that the security they provide for your personal data is at least as stringent as that maintained by YAA.

13. Data retention.

Information will be retained for as long as is required to enable YAA to operate its services but the Charity will not keep your information for any longer than is necessary. It will take into consideration legal obligations, tax, and accounting rules when determining how long your information will be retained. If after this point you have not supported YAA again the Charity will keep only minimal personal data to ensure it can respect your preferences in the future.

If you are a donor, once 24 months has elapsed since your latest donation YAA will only retain limited personal data, although Gift Aid and other financial information are kept on file for a minimum of 6 years in order to comply with HMRC regulations.

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14. Use of your personal data outside of Europe.

YAA does not currently transfer personal data outside of the United Kingdom or the European Economic Area. If this changes and YAA does need to transfer your personal data to other territories, information will be protected in accordance with this Privacy Policy and applicable privacy laws.

15. Your rights.

Where YAA is using your personal information on the basis of your consent, you have the right to withdraw that consent at any time.

- *Right of Access* – You are entitled by law to request a copy of the personal information YAA holds about you. The same right applies to any other person whose personal data you provide to the Charity. YAA will require proof of identity and proof of authority if the request comes from someone other than the person whose data YAA is asked to provide. This will ensure that the Charity only provides information to the correct person. YAA expects to respond to requests within 30 days of receiving them.
- *Right to be Informed* – You have the right to be told how your personal information will be used. This policy document, and shorter summary statements used in the Charity's communications, are intended to be a clear and transparent description of how your data may be used.
- *Withdraw consent to other processing* – Where the only legal basis for processing your personal data is that YAA has your consent to do so, you may withdraw your consent to that processing at any time and YAA will have to stop processing your personal data. Please note, this will only affect a new activity and does not mean that processing carried out before you withdrew your consent is unlawful.
- *Right to Object* – You have an absolute right to stop the processing of your personal data for direct marketing purposes. You can exercise this right at any time and can update your preferences yourself or ask YAA to do it for you. See section 'Updating and correcting personal data' above for details.
- *Right of Rectification* – If you believe YAA's records are inaccurate you have the right to ask for those records concerning you to be updated. See section 'Updating and correcting personal data' above for details.
- *Right to restrict processing* – In certain circumstances you may be able to require YAA to restrict its processing of your personal data. For example, if you consider the data YAA holds to be inaccurate and YAA disagrees, then processing may be restricted until the accuracy of the data has been verified.
- *Right of Erasure* – Where YAA has no lawful basis for holding onto your personal data you may ask that it is deleted under your right to be forgotten. In many cases YAA would recommend that it suppresses you from future communications, rather than data deletion.
- *Right to Data Portability* – In limited circumstances you may be entitled to have the personal data you have provided to YAA sent electronically to you for you to provide to another organisation.
- *Complaints* – see section 'How to lodge a complaint' below for more details.

If you wish to find out more about these rights, please contact us using the details below:

Louise Shorrocks, Office Manager, Yorkshire Air Ambulance, Cayley House, 10 South Lane, Elland, HX5 0HQ or by e-mail at l.shorrocks@yaa.org.uk or by calling 01422-237900.

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16. How to lodge a complaint.

If you believe YAA has breached your privacy in any way, it is requested, in the first instance, that you contact its Office Manager (details above). If you remain unsatisfied, you have the right to lodge a complaint with the Information Commissioner's Office:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Tel: 0303 1231113
Website: www.ico.org.uk/global/contact-us

17. Changes to this Privacy Policy.

Privacy laws and practices are constantly developing and YAA aims to meet high standards. Its policies and procedures are, therefore, under continual review. The Charity may, from time to time, amend or update security and privacy policies.

YAA's website will include its most up to date policy and it is suggested that you check this page periodically to review the latest version.

This policy was last updated May 2018.

18. How to contact us.

If you have any questions regarding our Privacy Policy please contact YAA's Office Manager (contact details above).