

Privacy Policy

June 2025

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Author	Mark McGeachie, Charity Director
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Fife Health Charity Privacy Policy

The privacy and security of your personal information is extremely important to us. This privacy policy explains how and why we use your personal data, to make sure you stay informed and can be confident about giving us your information.

Please read this privacy policy carefully to understand our views and practices, and your rights and freedoms regarding the protection of your personal data.

This privacy Policy applies to:

- Those who donate to us
- Those who leave a legacy to us
- Those who fundraise for us
- Those who receive a grant from us
- Those who attend our events or activities
- Those who sign up to hear about the work of the Charity

1. Who we are

1.1 Fife Health Charity is the operating name for the Fife Health Board Endowment Fund, which is a registered Scottish charity: SC011988. We are the strategic and official charity partner of NHS Fife. As the official NHS charity, we are the only charity dedicated to supporting all of NHS Fife's work for the people of Fife and the staff employed by NHS Fife. Our charity aims to improve the physical and mental health of the people of Fife, through funding and grants that support projects and initiatives which improve the health and wellbeing of the people, staff and communities supported by NHS Fife.

1.2 Fife Health Charity aims to deliver the highest standards of service and experience for those who engage with our charity. We are committed to ensuring that your privacy is protected. When we collect personal information about you, we promise to keep this information safe. This privacy notice tells you what to expect us to do with your personal information.

2. What information we collect and why

2.1 The type and quantity of information we collect and how we use it depends on why you are providing it. We want to get in touch with you in the way you would prefer – be it by email, phone or in writing – and will ask you to let us know your preferred option.

2.2 If you support us, for example by making a donation, leaving a legacy, fundraising, signing up to or enquiring about an event or activity; or sign up to hear about the work of the charity, we will usually collect your:

- Name
- Contact details
- Gender
- Date of birth to confirm if you are over 18
(If you are under 18 we may collect the name and contact details of a parent or guardian and, where appropriate, the name and location of your school)
- Reason for supporting us
- Confirmation of whether or not you are a taxpayer – to allow us to claim gift aid

2.3 Where it is appropriate, we will also collect your:

- Your bank or credit card details
- Photographs (if provided)
- Next of kin, if taking part in events where this information is necessary
- Information relating to your health, for example if you are taking part in a high-risk event
- T-shirt or running vest sizes to allow us to send you branded merchandise

2.4 If you enquire about, apply for, or are awarded a grant from the charity, we will as a minimum collect your:

- Name
- Contact details
- Job title and employer
- Organisation's bank details

3. We will use your data to

3.1 We will use your data to:

- Provide you with information you asked for
- Process your grant application
- Administer your donation, legacy 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
- Send you correspondence and communicate with you
- Process applications for funding and for administration of our role in the projects we fund
- Monitor website use to identify visitor location, guard against disruptive use, monitor website traffic and/or personalise information which is presented to you
- Meet our legal obligations, for instance to perform contracts between you and us, or our obligations to regulators, government and/or law enforcement bodies
- Respond to or fulfil any requests, complaints or queries you make to us
- Understand how we can improve our services, products or information by conducting analysis and market research
- Check for updated contact details against third party sources so that we can stay in touch if you move
- Further our charitable objectives
- 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 websites.
- We may also use your personal information to detect and reduce fraud.

4. Where we get personal information from

4.1 This section explains how we collect information about you. We collect information in the following ways:

- **Directly from you** – You may give us your information when, for example, you make a donation, fundraise, sign up to or take part in an event, sign up to hear from us, apply for a grant, make an enquiry or communicate with us.
- **Indirectly** – Your information may be shared with us by independent event organisers, for example third party promoters or fundraising sites like JustGiving. These independent third parties will only do so when you have indicated that you wish to support Fife Health Charity. You should check the privacy policy of other organisations.
- **Family members or carers** – we may collect information about you which is provided by your family members or carers.
- **Publicly available sources** – We may combine information you provide to us with information available from external sources in order to keep information up to date, gain a better understanding of our supporters and improve our engagement strategies. The information we get from other organisations may depend on your

privacy settings or the responses you give, so you should check these settings regularly. This information comes from the following sources:

- Third party organisations. You may have provided permission for a company or other organisation to share your data with third parties, including charities. This could be when you buy a product or service or enquire or register for an event.
- Social Media. Depending on your settings or the privacy policies for social media and messaging services like Facebook, WhatsApp, Instagram, YouTube, Twitter, etc you might give us permission to access information from those accounts or services.
- Information available publicly. This may include information found in places such as Companies House, information that has been published in articles, newspapers, journals, websites, social media, annual reports or other publicly available information. This information helps us organise our fundraising as efficiently as we can.

We may also use publicly available sources to carry out due diligence on supporters or potential supporters in line with our Fundraising and Donations Policy and to meet money laundering and other regulations.

5. Who has Access to your data

5.1 Access to your personal data will be restricted to FHJC on a need-to-know basis only. Access will be provided for the purposes of supporting you as (making a donation, leaving a legacy, fundraising, signing up to or enquiring about an event or activity; or sign up to hear about the work of the charity,) understanding your interests and relationship with us and making sure we keep you informed about the things important to you.

5.2 We will never sell your data to third parties.

5.3 We will only ever share your information with third parties in relation to servicing your relationship with us and auditing our practice.

6. Who we share information with

6.1 To make your interactions with us as efficient as possible, we will share your information with:

Data processors

- 6.2 Fife Health Charity uses the Beacon CRM system to store and manage our fundraising and donations data in line with this Privacy Policy. You can find out more about Beacon CRM and review its Privacy policy at [Beacon | Privacy Information for Humans](#).

Others we share personal information with

- 6.3 From time-to-time Fife Health Charity contracts with external individuals and organisations to provide professional services in support of our work. Any external party delivering services for the charity will be contractually bound to manage your data to the standards set out in this policy.
- 6.4 We may share your information with Local Authorities or other partners to enable us to process your grant information.
- 6.5 If you are a legator we may share information with co-beneficiaries and/or professional advisors.
- 6.6 We may share your information with HMRC to process gift aid claims.
- 6.7 We may need to disclose your details if required to the police, regulatory bodies, legal advisors or other organisations to whom we are legally obliged.

7. Digital content

- 7.1 We're committed to protecting your personal data and putting you in control of your data. When we analyse how you interact with digital content, or emails we send to you, we will only do so with your consent. For further information about these activities and the use of cookies and analytics, please refer to our [Cookies and Analytics Policy](#). As our website is hosted by NHS Fife, this link will direct you to the NHS Fife Cookies Policy.

8. Lawful bases

- 8.1 There is a list of possible lawful bases in the UK General Data Protection Regulation (GDPR). You can find out more about lawful bases on the Information Commissioner Office's (ICO) [website](#).
- 8.2 Under the GDPR and Data Protection Act we must have a legal reason to collect, keep and use your data. We rely on the following legal bases for processing your data:
- Consent
 - Legal obligation

- Legitimate interests
- Contractual

Purpose and Activity	Lawful Basis for Processing and Legitimate Interests
<p>Making a donation, leaving a legacy, signing up to or enquiring about an event or activity; or signing up to hear about the work of the charity</p>	<p>Consent – we have permission from you after we gave you all the relevant information. All of your data protection rights may apply except the right to object. To be clear, you do have the right to withdraw your consent at any time.</p> <p>Contractual Obligation – we have a contractual agreement with you and need to process personal data to comply with your obligations under the contract (e.g. you are signing up for an event or activity with the charity) and / or so that we can comply with specific counter-obligations under the contract (e.g. you are processing payment details).</p> <p>Legitimate Interest – we can contact you to share with you examples of the charity’s activities when you have previously donated to the charity or you have signed up to hear about the work of the charity</p>
<p>Enquire about, apply for, or are awarded a grant</p>	<p>Consent – we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to</p>

	<p>object. To be clear, you do have the right to withdraw your consent at any time.</p> <p>Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.</p> <p>Contractual Obligation – you have applied to the charity for a grant and we require to process your personal data during the assessment process, even if your application is not successful. Where we enter into a grant agreement with you and need to process personal data to comply with your obligations under the grant agreement and so that we can comply with specific counter-obligations under the contract (e.g. we are processing payment details).</p>
<p>Our lawful bases for collecting or using personal information to comply with legal requirements are:</p>	<p>Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.</p>

8.3 Processing activities relating to fundraising:

Processing activities relating to fundraising	Lawful Basis for Processing and Legitimate Interests
<p>To enable you to donate to us. To administer (including keeping records of) and to correspond with you in relation to: any donations you pledge or make, enquiries you make about leaving a gift in your will, legacies you pledge, or fundraising campaigns (including those organised via third party websites such as JustGiving or Virgin Money Giving) that you run or take part in.</p>	<p>Necessary to perform our contractual obligations.</p> <p>Necessary for our legitimate interests to correspond with you about fundraising campaigns and donation or legacy pledges that you have made, or are considering making.</p> <p>Necessary to comply with a legal obligation, (e.g., to comply with charity legislation and financial regulations).</p>
<p>To invite existing supporters to events that may be of interest to them, and to understand how making a donation, or leaving a gift in a will, supports our work.</p> <p>On the basis of your marketing consent.</p>	<p>Necessary for our legitimate interests to keep you informed of events associated to your ongoing relationship to the National Trust.</p>
<p>To claim Gift Aid, where relevant.</p>	<p>Necessary to comply with a legal obligation.</p>
<p>We will process the personal data of individuals involved in estate administration where we have been left a legacy in a will.</p>	<p>Necessary to comply with a legal obligation.</p> <p>Necessary for our legitimate interests to receive the relevant legacy and to maintain a relationship with a legacy donor's family.</p>
<p>To carry out prospect and/or due diligence research, for anti-money laundering purposes, credibility, reputation and ethical principles. We may use publicly available resources, as well as third-party aggregators to review financial, philanthropic and professional information about prospective</p>	<p>Necessary to comply with a legal obligation.</p>

<p>donors, prior to accepting a donation or other forms of support.</p> <p>We may also conduct research to understand areas of our work that you may be interested in supporting.</p>	
<p>To engage and communicate with you about donations of major gifts and gifts in wills in a way which is relevant to you. Additionally, to ensure we can fulfil our regulatory obligations with regards to charitable fundraising.</p>	<p>On the basis of your marketing consent.</p> <p>Necessary to comply with a legal obligation.</p> <p>Necessary for our legitimate interests to communicate effectively with those who give to us</p>

8.4 Fife Health Charity, as a Data Controller, is required to have a lawful basis for collecting and using your personal information.

8.5 Our lawful basis for collecting or using personal information in relation to making a donation, leaving a legacy, fundraising, signing up to or enquiring about an event or activity; or signing up to hear about the work of the charity is:

- **Consent** – we have permission from you after we gave you all the relevant information. All of your data protection rights may apply except the right to object. To be clear, you do have the right to withdraw your consent at any time.

8.6 Our lawful bases for collecting or using personal information to enquire about, apply for, or are awarded a grant from the charity are:

- **Consent** – we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Legal obligation** – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

8.7 Our lawful bases for collecting or using personal information to comply with legal requirements are:

- **Consent** – we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Legal obligation** – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

9. Your rights

9.1 Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO's website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

10. How long we keep information

- 10.1 We will keep and delete your information for 8 years following the end of the financial year in which your last engagement with the charity took place. This in line with the [Records Management Code of Practice for Health and Social Care V4.0](#) (August 2024). We will keep it no longer than reasonably necessary for the purposes for which we hold it, taking into account relevant legal and regulatory retention requirements (e.g. tax or health and safety requirements) and operational considerations.
- 10.2 You can amend your records or preferences with us at any time. For example, if you have moved house, or you have changed your mind on how you would like us to contact you. Please email us at fife.healthcharity@nhs.scot
- 10.3 If you want to access any information we hold about you please email us at the above address with the email subject: 'Subject Data Access Request'.
- 10.4 If you make a request, we must respond to you without undue delay and in any event within one month. To make a data protection rights request, please contact us using the contact details at the bottom of this privacy notice.

11. How we keep your data safe

- 11.1 We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.
- 11.2 We secure the Personal Information you provide to us in our CRM and finance systems on computer servers in a controlled, secure environment, protected from unauthorised access, use or disclosure.
- 11.3 Our online forms are always encrypted and our website is securely hosted, protected and routinely monitored.
- 11.4 We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff, volunteers and contractors.
- 11.5 Fife Health Charity has no control over third-party sites linked to from our website. These sites will have separate terms of service, privacy and data collection practices and legal policies independent of Fife Health Charity. Accessing, using or concluding transactions through these third-party sites is entirely at your own risk. Fife Health Charity will not be responsible for devices used to conclude transactions on our site.

12. International data transfers

12.1 FHC operations are based in the United Kingdom and the majority of your personal data we hold is stored within the UK or European Economic Area (EEA). Where we transfer your data outside the UK, we will always inform you. We will only do so in compliance with the law and where we ensure a similar degree of protection is afforded to it. We will ensure that one of the following safeguards is implemented:

- Transferring to countries that have been deemed to provide an adequate level of protection for personal data by the Information Commissioner's Office and/or the UK government;
- Binding corporate rules, where applicable;
- Specific contractual clauses approved by the Information Commissioner's Office and/or the UK government;
- Authorised certification for transfers to any countries not covered by the safeguards listed above.

12.2 Whenever your information is stored or transferred, we will use strict procedures and security features to prevent unauthorised access or disclosure of your personal data.

13. Third party links

13.1 Our website may include links to third-party websites, plug-ins and applications. We endeavour to indicate where a website link will connect to a third-party page. 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 policy of every website you visit.

14. Contact us and how to complain

14.1 If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details below in the first instance.

By post:

Fife Health Charity
Queen Margaret Hospital
Whitefield Road

Dunfermline
KY12 0SU

By email:

Fife.healthcharity@nhs.scot

By phone:

07929 714 678

- 14.2 If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO. The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

15. Changes to this Privacy Policy

- 15.1 We'll amend this privacy policy from time to time to ensure it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our privacy policy will always be posted on our website.
- 15.2 This privacy policy was last updated in June 2025.

16. Further information

- 16.1 The laws governing how your personal data can be used are:
- UK General Data Protection Regulation 2016/679
 - Data Protection Act 2018
 - The Privacy and Electronic Communications Regulations 2003
- 16.2 We also follow the best practice code set out by the Scottish Fundraising Adjudication Panel in the UK Code of Fundraising Practice.