

# Health Promotion - Privacy Notice

## How will we use your information?

### What we need and why we need it

When you use our services, request information, or a telephone response, we will collect any of the following personal data - name, address, email address, phone contact number - if they are needed to process a service you are requesting. We collect this personal data to provide the service to you, and cannot provide the service without this personal data.

We will request additional personal data for specific health services you access - Gender, Month & Year of birth, Ethnicity, Disability, Sexual Orientation, Postcode, to help us provide you with an accurate picture of your health profile, to tailor our service to you and to report to our funders. We collect this personal data on the basis of our legitimate interests in promoting and managing our organisation and we balance that against your rights and freedoms. Some of this personal data is known as "special category personal data" under the Data Protection Laws. We process this special category personal data in order to provide you with health and social care services.

We also collect personal data using Google Analytics when you visit our website. We will collect your IP address, web pages accessed, online ads interacted with, videos viewed etc. This information is collected via Cookies placed on your device. We collect this personal data on the basis of our legitimate interests in promoting and managing our organisation and we balance that against your rights and freedoms.

### What we do with it

We use the personal data you provide to:

- To improve our service offer and your experience
- Dispatch any communications including information leaflets and packs, health information, health check results, research applications forms, services information, surveys, letters, updates, newsletters, annual reviews and e-zines
- Record information relating to your risk factors, lifestyle, health profile, health conditions and to support you in achieving your personal and your organisations wellbeing goals
- Record any contact we have with you including queries, feedback, compliments and complaints
- Comply with our legal obligations, policies and procedures
- Prevent or detect fraud or abuse of our website
- Enable service providers to carry out technical, logistical or other functions on our behalf
- Carry out research and analysis on your personal information to create a profile of your preferences and interests. We will use your personal data to tailor and improve
- Process online bookings to services

We want you to be happy about how and when we contact you. We use personal data collected to make sure you only receive relevant information.

Where we are marketing to you by email or telephone, we will comply with the rules of PECR and only do so where we have your consent. This consent can be withdrawn at any time as set out in the paragraph below.

We may market to you by other means (for example by post) on the basis of our legitimate interests as set out above. You can object to this at any time by contacting us.

How you want to hear from us will always be respected. If you want to change how you receive our communications by post, phone, email or text you can email [info@healthmattersni.com](mailto:info@healthmattersni.com) or call 02830256482 and ask to speak with the data protection officer. Your data record will be updated as quickly as we can, but please allow at least 30 days covering any postal mailings that may have been generated prior to your request.

All personal data is processed by our staff in the UK however for the purposes of IT hosting and maintenance this information is located on servers within the European Union.

### Sharing your information

We will never sell or share your data with 3rd parties for their own marketing purposes. However there are occasions we may need to share your information to help us deliver our services. For example, we may need to share your data with carefully chosen partner organisations:

- To undertake work on our behalf. Our partners include consultants, mail houses, event management and IT specialists. They may be commissioned to undertake work which includes data processing, packaging, mailing and delivering products, answering questions about products or services, sending postal mail, emails and text messages, carrying out research or analysis. We will only supply the data needed to fulfil a particular process or service.
- To enable our service delivery to you to be carried out in compliance with Funders' policies and procedures, including Health and Safety, Serious Adverse Incidents and Safeguarding.
- Fulfil a legal requirement by an order of the Court or law enforcement agency.
- To protect our rights, property or the personal safety of our employees or visitors to our venues, premises or websites.
- To abide by the requirements of the Data Protection Laws and the Privacy & Electronic Communications (EC) Directive Regulations 2003.

When we use third party service providers, we disclose only the personal information that is necessary to deliver the service. We have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to other third parties unless we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

### How long we keep it

We will keep your personal data for as long as you use our services. After your last point of contact with us personal data will be retained for a period of six years from the last contact, to enable us to comply with our legal financial retention period. Personal data will then be deleted from our database. Should you wish for your personal data to be deleted sooner please contact us.

### What are your rights?

If at any point you believe your information is incorrect you may request to see this information, and have it corrected or deleted. If you wish to raise a complaint on how we have handled your personal data, you can contact us at Health Matters (Health & Safety) Ltd, 11 Monaghan Court, Monaghan Street, Newry, BT35 6BH. If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law, you can complain to the Information Commissioner's Office (ICO)