

# Overview and legal references

We process personal information to enable us to provide a voluntary service for the benefit of the national public as specified in our constitution; to promote the interests of the charity; manage our employees and volunteers; maintain our own accounts and records and undertake research (including, but not limited to, research relating to health and social care).

To whom data relates	Data Source	Third Parties	Data Types	Processing Location	Purpose	Legal Basis	Retention Period
<a href="#">Website visitors</a>	Data Subject	<a href="#">Google</a> ;	Statistical information (including IP address).	Worldwide	To ensure that content from our site is presented in the most effective manner for you and for your computer.	Non-identifiable	50 months
		<a href="#">HotJar</a> ;		EEA			365 Days
		<a href="#">Soapbox</a> ;	Statistical information (including IP address).	UK			7-21 days
		<a href="#">Torchbox</a> ;		UK			50 months
		<a href="#">The Health Foundation</a>					
<a href="#">People who contact us via social Media</a>	Data Subject	<a href="#">Disqus</a>	Name, email address, comments	Worldwide	To allow you to participate in interactive features of our service, when you choose to do so.	Consent	Registered Disqus users can <a href="#">delete comments</a> or contact us <a href="#">directly</a> to have a comment removed.
		<a href="#">Facebook</a> ; <a href="#">Twitter</a> ; <a href="#">LinkedIn</a> ; <a href="#">Hootsuite</a>	Personal demographics; name, email address, online ID.	Worldwide	Worldwide	Consent	3 months
<a href="#">People who email us</a>	Data Subject	Not Applicable		Personal demographics; name, email address.	UK	Responding to queries or; investigating abuse.	Consent Or Legitimate Interests of investigating abuse.
<a href="#">People who call us</a>	Data Subject	Not Applicable	Caller ID	UK	Investigating abuse.	Legitimate Interests of investigating abuse.	12 months

<a href="#">People who submit feedback</a>	Data Subject	<a href="#">HotJar;</a>	Personal demographics; name, email address.	UK	To consider and action and relevant comments and feedback.	Consent	2 years
<a href="#">Newsletter Subscribers</a>	Data Subject	<a href="#">Campaign Monitor</a>	Email address, name, job title, organisation	UK	To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.	Consent	As long as recipients remain a subscriber. We also retain email addresses to maintain a suppression list and ensure we respect your choice.
<a href="#">People on bought in marketing lists</a>	Binley's (Wilmington Healthcare)	Marketing database providers	Personal demographics; name, email address.	EEA	To provide corporate subscribers, products or services relevant to their role.	Legitimate Interests of promoting the interests of the charity.	As long as information remains relevant; we receive regular quarterly updates and maintain a suppression list when people opt-out with us directly.
<a href="#">People working or applying to work for us</a>	Data Subject	Staff management service providers e.g. wellbeing, absence management	Personal demographic details, family details, lifestyle and social circumstances, financial details, education and employment details, physical or mental health details, racial or ethnic origin, religious or other beliefs of a similar nature, offences and alleged offences, criminal proceedings, outcomes and sentences, trade union membership.	UK	Staff management and wellbeing.	Performance of a contract to which the data subject is a party; required for employment purposes.	Recruitment files: 12 months Staff Records: 6 years after employment; summary retained until 75 <sup>th</sup> birthday.

<a href="#">Representatives, contributors, collaborators, senior associates and peers</a>	Data Subject	Not Applicable	Personal demographics; name, contact information	UK	Purpose of the collaboration, for example administration of meetings, or in the case of report authors, for acknowledging the contribution, which may include publishing the individuals name in on-line reports.	Legitimate Interests of managing working relationships.	In line with our retention schedule depending on the context of the relationship.
<a href="#">People who attend our events</a>	Data Subject	<a href="#">Event Brite</a>	Personal demographics; name, contact information	Worldwide	When individuals apply to or attend an event organised by the Trust we use this information to contact you about the event and other closely related events.	Consent	As long as you are registered to use Eventbrite Services. You may close your account by contacting <a href="#">Event brite</a> directly.
<a href="#">Suppliers of goods and services</a>	Data Subject	Not Applicable	Personal demographics; name, contact information, financial details.	UK	Maintain our working relationship and contractual arrangements. This may include monitoring the levels of service provided to the Trust.	Legitimate Interests – managing contractual arrangements.	In line with our retention schedule depending on the context of the relationship.
<a href="#">Complainants</a>	Data Subject	Not Applicable	Personal demographics; name, contact information, complaint details.	UK	Investigating and responding to complaints.	Consent	2 years
<a href="#">Patients in NHS Hospitals</a>	NHS Digital <sup>[1]</sup>	The University College London (UCL)	De-identified HES Data; including physical or mental health details.	UK	Quantitative research – de-identified/pseudonymised datasets.	Health & Social Care Act 2012 – Section 261 <sup>[1]</sup> and; Legitimate Interests – undertaking research in the public interest	Defined in individual Data Sharing Agreements (usually 3 years after publication)
	Barking, Havering and Redbridge (BHR) University Hospitals	Not Applicable	Local Hospital SUS data	UK	Quantitative research – linked de-identified/pseudonymised datasets.	Legitimate Interests – undertaking research in the public interest	

	NHS Digital	Not Applicable	ONS mortality data and PROMs Data.	UK	Quantitative research – de-identified/pseudonymised datasets.	Health & Social Care Act 2012 – Section 251 <sup>[2]</sup>	
	NHS Digital; Age UK; Royal Voluntary Services (RVS).	Not Applicable	De-identified HES (linked data); including physical or mental health details.	UK	Quantitative research – linked de-identified/pseudonymised datasets.	Consent	
<a href="#">Other Research Participants</a>	Data Subject	Transcription service providers; <a href="#">Survey Monkey</a>	Primarily interviews, focus groups and surveys.	UK	Qualitative research – identifiable datasets.	Consent	2 years after publication

<sup>[1]</sup> Section 261 of the [Health and Social Care Act 2012](#) permits the Health and Social Care Information Centre (NHS Digital) to disseminate this information.

<sup>[2]</sup> Section 251 of the [Health and Social Care Act 2012](#) permits use of patient's personal information, with support from the NHS Health Research Authority, for medical purposes (inc. research), where it is not possible to use anonymised information and where seeking consent is not practical. See <https://www.hra.nhs.uk/> for more information.