



Privacy Policy

We ask that you read this privacy notice carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information, and how to contact us and supervisory authorities in the event you have a complaint.

Who we are

EMICS (East Midlands Immediate Care Scheme) CIO of 2 Pastures Lane, Barleythorpe, Oakham, Rutland, LE15 7EQ and at our website www.emics.org.uk collects, uses and is responsible for certain personal information about you. When we do so we are regulated under the Data Protection Laws which include the Data Protection Act 1998 and any replacement legislation, and the General Data Protection Regulations (GDPR). We are responsible as 'controller' of that personal information for the purposes of those Laws.

The personal information we collect and use

Information collected by us

In the course of responding to enquiries or fulfilling subscriptions (including but not limited to making a donation, setting up a regular gift, applying to become involved with as a clinician or other volunteer, signing up to attend an event) we collect the following personal information when you provide it to us:

- Names, addresses, telephone numbers and email addresses
- In certain instances, we will collect payment details including bank or card details

Information collected from other sources

We also obtain personal information from other sources as follows:

- Personal details provided to us by a friend or business associate by way of recommendation

How we use your personal information

We use your personal information for our own marketing and administrative purposes, where we have your permission and will only contact you if you have given us specific consent (for example the 'tick boxes' on our donation forms and other forms that we use) or where there is 'legitimate interest'. Legitimate interest is a term used by the Information Commissioner's Office to ensure that both our needs, the needs of the supporter or applicant are looked at in total and decisions to process data, or contact you, are only made when it is relevant and applicable to your support or application.

We use your personal information to:

- Enable us to provide information you have requested
- Enable us to fulfil your subscriptions and ensure that you are able to participate in our services
- Enable us to respond to any enquiries or queries you raise with us
- Enable us to provide information on areas of our work that would be considered as relevant to your area of support or application.

Who we share your personal information with

We may share your details with trusted third-party suppliers and within our own organisation to meet the requirements of any enquiries you have made or the services that concern your area of support. We will also share personal information with law enforcement or other authorities if required by applicable law. Relationships with such suppliers are always governed by contracts with appropriate clauses to protect personal data.

We will not share your personal information with any other third party.

We will not transfer your personal information outside of the UK.

How long your personal information will be kept

We will hold your personal information whilst you continue to be connected to our organisation as a volunteer or a donor/subscriber to any of our services, for a reasonable period after you cease to be a volunteer subscriber and for any period we are required to do so by applicable laws (e.g. UK tax legislation requires us to hold certain records for a minimum of 6 years)

Reasons we can collect and use your personal information

We collect your personal information in order to provide subscriptions or services or to provide information or reply to enquiries or queries raised by you in relation to our subscriptions or services. In some instances, there will be a contractual relationship in place between us, or the personal information you supply will be necessary in order for us to take steps at your request in anticipation of a future contract or relationship. For example, you may wish to make a gift aided donation and the personal information you provide will enable us to claim that gift aid from HMRC. In other instances, we will use your personal information in pursuit of our legitimate interest as a charity to seek to raise funds, seek volunteers and awareness to support our purpose and objectives.

The website

We take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website complies with the Data Protection Laws, the Fundraising Regulator code of practice and requirements for user privacy.

External links

Although this website only looks to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. External links are clickable text/banner/image links to other websites.

The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Adverts and sponsored links

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, to whom they may have detailed privacy policies relating directly to the adverts they serve.

Clicking on any such adverts will send you to the advertiser's website through a referral program which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your computer's hard drive. Users should therefore note they click on sponsored external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Social media platforms

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

Shortened links on social media

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default, some social media platforms shorten lengthy URLs (web addresses), for example: <https://bit.ly/2hmjBrz> Users are advised to take caution and good judgement before clicking any shortened URLs published on social media platforms by this website and its owners. Despite the best

efforts to ensure only genuine URLs are published, many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

Your rights

Under the Data Protection Laws, you have a number of important rights free of charge. In summary, those include rights to:

- access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address
- require us to correct any mistakes in your information which we hold
- require the erasure of personal information concerning you in certain situations
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- object at any time to processing of personal information concerning you for direct marketing
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- object in certain other situations to our continued processing of your personal information
- otherwise restrict our processing of your personal information in certain circumstances

For further information on each of those rights, including the circumstances in which they apply contact the Information Commissioner's Office. If you would like to exercise any of those rights, please email info@emics.org.uk, or write to Data information, EMICS, 2 Pasture Lane, Barleythorpe, Oakham, Rutland, LE15 7EQ

- let us have enough information to identify you e.g. your name, address and an order number
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- let us know the information to which your request relates

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

Patient privacy

Management of patient data is something we take very seriously at EMICS, and we have strict processes in place to ensure the confidentiality of any information we gather as part of patient's record. Read more on our [clinical governance page](#).

How to complain

We hope that we can resolve any query or concern you raise about our use of your information.

The Data Protection Laws also give you right to lodge a complaint with a supervisory authority. The supervisory authority in the UK is the Information Commissioner who may be contacted at ico.org.uk or telephone: 0303 123 1113.

Changes to this privacy policy

This privacy notice was last updated on 1st December 2023. We may change this privacy policy from time to time, when we do, we will inform you by publishing the updated policy on the website.

How to contact us

Please contact us if you have any questions about this privacy notice or the information we hold about you. If you wish to contact us, please send an email to info@emics.org.uk