

**Glasgow Association for Mental Health**

**PRIVACY POLICY**



**May 2018**

## **INTRODUCTION**

GAMH is committed to protecting your personal information; so when you contact us (for whatever reason) we want you to be confident about how your personal information will be looked after and used.

The purpose of this policy is to let you know how we will process information we collect from you/about you or that you provide to us.

The Privacy Policy explains:

1. About GAMH.
2. What information we collect and why?
3. How we will collect, use, and keep your information safe.
4. Who do we share your information with?
5. Your rights.
6. Changes to the privacy policy.
7. How to contact us.
8. Notes.
9. Appendix – Cookie Policy.

### **1. About GAMH**

GAMH is the Glasgow Association for Mental Health. We have been providing services and working to support the mental health of the citizens of Glasgow, their families and carers since 1978

GAMH is a registered charity SCO11684 and a company limited by guarantee registered in Scotland No 162089.

### **2. What information we collect and why?**

The personal information we collect, and how we use it, will depend on your engagement with us but it may include details about your name, date of birth and contact details (eg telephone, email, computer IP address and home address). We require this information in order to respond to your enquiry; if we are providing you with a service or information; if we are contacting you about our fundraising activities, campaigns or policy initiatives or appeals; or we are entering into a contract with you. If you are making a donation or signing-up to be a regular donor, we will require your bank/credit/debit card details.

If it is appropriate we may:

- Collect details about your mental/physical health and wellbeing, if you are sharing your personal experience or taking part in an on-line survey; or if you are engaging in a physical challenge for fundraising.
- Ask you why you have chosen to donate to GAMH – but this question will not be mandatory and you should only answer if you want to tell us.
- Require further detailed information from you if we are providing you with a direct service which would be outlined in a specific agreement or privacy statement with the service.

We gather general information about the use of our websites – this might include which pages are the most visited; events. Wherever possible this information will be anonymised and will not identify details about individuals visiting our website.

### **3 How we will collect and use that information**

#### **3.1 How we will collect the information**

We will collect information in the following ways:

- Directly from you when you:
  - Enquire about our services and activities
  - Register with us or Subscribe to our on-line mailing and email alerts.
  - Visit our website.
  - Donate to; or fundraise for GAMH.
  - Receive a service from GAMH.
  - Engage with us via social media.
  - Make a complaint.
  - Submit a job application.
- Indirectly:
  - Via independent event organisers or fundraising sites (for example Just Giving) if you have indicated that you wish to support GAMH and you have given your consent for information to be shared.
  - When you have given permission to other organisations to share your information.
  - When we deliver services as part of a contract.
  - Information publicly available.
- Cookies: are very small files that are stored on your computer (phone or tablet) when you visit most websites. We use cookies to collect information about how our visitors use our website and to make it better/easier to use. You can choose not to accept cookies but this could make our website difficult to navigate.

### **3.2 How we will use that information**

We may use your information to:

- Provide you with the service, product, advice or information you have asked for.
- Fulfil a contract and provide monitoring information to the local authority or any other funders as required within the contract.
- Understand how we can improve our services, products, information.
- Provide you with information about our plans: which may include information about surveys, training, future campaigns or policy initiatives, fundraising initiatives if you have given consent.
- Keep a record of your relationship with us; keep your information up-to-date and accurate and to ensure we comply with your communication preferences.
- Administer your donation; support your fundraising, process gift aid.
- Send you fundraising updates and appeals we think might be of interest to you if you have given your consent.
- Help us to ensure that our communications to you are relevant.
- Undertake analysis and statistical reporting. Where we undertake this activity the data is usually anonymised unless and except we have advised and confirmed this with you in advance.
- Segment our databases (for example by geographical or demographical information) to help us to target our resources more effectively

### **3.3 Learning more about current and prospective supporters**

Occasionally we will undertake profiling activity to learn more about our current supporters and to identify prospective supporters. When we do this we identify the interests of people and organisations and the potential for them to give a financial donation to GAMH or to increase the level of their donation. We do this because the information helps us to better understand our supporters and to engage with people who may be interested in helping us to further the aims and objectives of GAMH.

When we undertake this type of profiling we will use: information you have already given us; or that is publicly available. In particular circumstances we may engage the services of a third party to undertake this activity on our behalf.

### **3.4 How we will keep your information safe**

We ensure that there are appropriate technical, physical and organisational measures in place to protect your personal information both on-line and off-line.

Information that we hold on you will be stored securely and only be kept as long as is reasonable and necessary, and in-line with any statutory obligations placed on GAMH. The length of time we keep your information will depend on the reason why we have been or are processing your information.

#### **4. Who do we share your information with?**

- GAMH may share your information with our partners:
  - Where we do this we will communicate this in advance.
  - Generally information will be anonymised before sharing.
- Where we engage a third party to deliver a service on our behalf (for example a fulfilment house, mailchimp or survey monkey), only required data will be shared. This will be in line with data protection legislation and covered by a data sharing agreement. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will hold your information securely and retain it for the period we instruct.
- GAMH may be required to share information in specific cases where we are providing a direct service/contract; or where we are required by law, for example Employment Law.
- Where you have chosen to share your story to help further our work and you have given your explicit consent we may share sensitive information in materials promoting our campaigning, services or fundraising work or in specific documents.
- GAMH will comply and co-operate with regulatory authorities when we are legally required to do so – in such cases personal information would be passed on in accordance with the data protection legislation.
- Where there is a perceived threat to life due to suicidal intent or serious concern regarding a child or vulnerable adult, GAMH may be required, in-line with its duty of care, to report these concerns to the police or social work.
- In circumstances other than those noted above, GAMH will not share your information with any other organisation for marketing, market research, fundraising or commercial purposes.

In particular GAMH will not:

- Pass your details to other websites.
- Sell-on any information about you.

#### **5. Your rights**

You have a right to:

- Request to see the personal information we hold about you\*.
- Request that inaccurate information about you be corrected.
- Change your 'opt-in' preferences.
- Unsubscribe from email communications - if you no longer wish to receive email communications from us. You can do this by clicking on the 'unsubscribe' link at the bottom of our email communication.
- Request that GAMH does not undertake 'Profiling' of your information.

\* Please note that we may require proof of identity before we provide you with this information or make changes.

## **6. Changes to this Privacy Policy**

We will keep our Privacy Policy under regular review to ensure that it accurately reflects how we process your information. Any changes will be incorporated into this document and if the changes are significant we will provide a more prominent notice.

This Privacy Policy was last updated on 24 May 2018.

## **7. How to contact us**

If you have any questions about this Privacy Statement or any other Data Protection queries; would like to make a request to receive a copy of your personal information held by GAMH; or to change your 'opt-in' preferences, please contact:

Email: [info@GAMH.org.uk](mailto:info@GAMH.org.uk)

Or you can write to us at:

GAMH  
St Andrews by the Green  
33 Turnbull Street  
GLASGOW G1 5PR

## **8. Notes**

- Where we are commissioned to provide you with a direct service there will be a specific agreement in place and we shall communicate this through a separate privacy statement.
- Our website may contain links to other websites. Please note that these other websites are not covered by this Privacy Statement.