



The Butterfly Hospice Trust Privacy Policy

WHO WE ARE

The Butterfly Hospice Trust is an independent charity located in Boston, Lincolnshire. Our hospice provides palliative and end-of-life care for individuals aged 18 and over with life-limiting illnesses, operating in partnership with Lincolnshire Community Health Services NHS Trust.

Our Mission Statement:

“Completely free, accessible, quality of care and freedom of choice.”

Vision Statement

“Our vision is to create a community where no one faces the end of life alone — a place where care, respect and choice come together in a warm, home-from-home environment. Where compassion, guidance and support are offered to loved ones, bringing comfort during life’s most difficult moments.”

SCOPE

This Privacy Policy explains how we collect, use, share, and protect personal information in all our activities. This includes information through our website, donations, volunteering, employment, fundraising, and community engagement.

It does not replace clinical confidentiality notices used in patient care.

Policy: The Butterfly Hospice Privacy Policy

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Author: H Freeman

Version: 1

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PERSONAL DATA WE COLLECT

We collect information that you provide directly, such as:

- Contact details (name, address, email, phone)
- Details in forms (donations, volunteering, job applications, event registrations)
- Communication preferences and consents
- Any messages, feedback, or correspondence
- Fundraising platforms such as JustGiving

Information we collect automatically (website use)

- IP address, device type, browser type, and pages visited
- Cookies and similar technologies (see section 6)

Children's Privacy

The Butterfly Hospice Trust is committed to protecting the privacy of all individuals who visit our website. Our website and online services are not intended for use by children under the age of 13, and we do not knowingly collect or store personal information from anyone under this age.

If we become aware that we have inadvertently collected personal data from a child under 13, we will delete this information promptly. Parents or guardians who believe that their child may have provided us with personal information are encouraged to contact us as soon as possible, so we can take appropriate action.

WHY WE COLLECT AND USE YOUR DATA

We use your information to:

- Provide, maintain, and secure our website and services
- Respond to enquiries and process donation data under our legitimate interest and legal obligations
- Volunteering or event registrations
- Manage staff and volunteer relationships
- Send updates and marketing (only with your consent/'opt-in' or where PECR allows)
- Improve our services, fundraising activities, and website performance
- Comply with our legal obligations and protect our rights

No automated decision-making or profiling is used by the charity to ensure the charity's decisions are transparent, fair, and free from bias and aligns with the principles of UK

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GDPR, which prohibits solely automated decisions that have a legal or similarly significant effect on individuals.

OUR LAWFUL BASES FOR PROCESSING

Depending on the context, we rely on one or more of the following lawful bases:

- Legitimate interests – for operating our website, managing donations, or communicating with supporters
- Contract – for fulfilling agreements with staff, volunteers, and service users
- Consent – for email marketing and optional cookies
- Legal obligation – for complying with charity, tax, and employment law
- Vital interests – safeguarding

You are never required to give consent for non-essential processing and can withdraw consent or unsubscribe at any time.

COOKIES AND SIMILAR TECHNOLOGISES

Our website uses essential cookies to make it work and keep it secure. With your consent, we also use analytics and advertising cookies to measure performance and personalise ads. We do not set non-essential cookies or send advertising or analytics signals to Google until you have given consent. You can accept all reject all or manage settings through the cookie banner. You can change your choice at any time through Cookie settings on the site.

We use Google Consent Mode v2, which means Google tags only activate if you consent.

The consent types are:

- ad storage
- analytics storage
- ad user data
- ad personalisation

You can accept, reject, or manage cookie preferences at any time through our Cookie Settings banner.

SHARING YOUR DATA

We only share data with trusted service providers who help us deliver our services such as web hosts, donation processors, and email providers. These organisations act under our instructions and follow strict security and confidentiality standards.

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We do not sell your data or share it with third parties for their own marketing.

Where Google Ads or Analytics are used, Google may act as an independent controller for its processing.

Data may be shared for safeguarding or legal reasons where required by law.

INTERNATIONAL TRANSFERS

Some service providers may process data outside the UK. Where this happens, safeguards are in place (for example, Standard Contractual Clauses, UK-US Data Bridge or adequacy decisions) to protect your personal data.

DATA RETENTION

We keep personal data only as long as needed for the purpose collected and to meet legal, accounting, or reporting requirements.

Typical examples:

- Donation and finance records – 7 years
- Volunteer and staff records – up to 6 years after leaving
- Marketing contact details – until you withdraw consent
- Website analytics – usually up to 26 months

Data is securely deleted or anonymised once the retention period has expired.

YOUR RIGHTS

You have the following rights under UK data protection law:

- Access – to request a copy of your personal data (known as a Subject Access Request)
- Rectification – to correct inaccurate or incomplete data
- Erasure – to ask us to delete your data (“right to be forgotten”)
- Restriction – to limit how your data is used
- Objection – to processing based on legitimate interests or for marketing purposes
- Data portability – to receive your data in a usable, transferable format
- Withdraw consent – where processing is based on your consent

Making a Subject Access Request (SAR)

If you wish to access the personal data we hold about you, you can make a Subject Access Request by contacting us using the details provided in this policy.

Please include:

- Your full name, contact details, and a clear description of the information you are requesting.
- Proof of your identity (for example, a copy of your passport, driving licence, or an official document showing your name and current address).

We will acknowledge your request and respond within one month of receiving it and sufficient proof of identity. If your request is complex or involves a large amount of information, we may extend the response period by up to two further months, but we will inform you if this is the case and explain why.

To exercise your rights, contact us at enquiries@butterflyhospice.org.uk.

If you are not satisfied with our response, you can raise your concern with the Information Commissioner's Office (ICO):

www.ico.org.uk | 0303 123 1113

SECURITY

We use appropriate technical and organisational measures to protect your personal information. However, no online system can be guaranteed 100% secure, so please take care when sharing personal information online. Access is restricted to trained staff.

CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. Any updates will be published on our website with a new "last updated" date. Please check this page periodically to stay informed.

CONTACT US

If you have any questions, concerns, or complaints about this Privacy Policy or our data practices, please contact us using the details below where you will be put through to a Senior Manager.

The Butterfly Hospice Trust

Rowan Way, Boston, Lincolnshire, PE21 9DH

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Charity registration number: 1113697

Ratified by:	Butterfly Hospice Board of Trustees	Date of meeting 15.07.2025
Name and signature of Chief Executive Officer	H Freeman	
Name and Signature of Chair of Trustees	L Lenton	

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