

HOW YOUR  
INFORMATION  
HELPS US  
HELP YOU

WE ARE  
MACMILLAN.  
CANCER SUPPORT.

## Why does Macmillan Cancer Support need personal information?

**At Macmillan, it's our job to support you in every way we can. And collecting and storing your personal information is part of that. Ultimately, your information will help us to give you the best-possible service.**

We collect your information to:

- gain a full understanding of your situation so we can develop and offer you the best-possible personalised services
- make sure we have the right information when you contact us again, so you don't have to keep repeating yourself
- help us plan our services, use our resources wisely, measure our work, and ensure it's of the highest standard
- find out who we're helping and how, as well as who's helping us
- keep you updated about our services and opportunities to support us (if you choose to hear about them)
- make sure our individual customer records are accurate and up to date
- look into complaints, legal claims or other issues
- Claim Gift Aid on your donations (Gift Aid allows us to claim an additional 25p from HM Revenue & Customs on every £1 you donate, at no extra cost to you)

If you give us permission, we may use the information we collect to contact you for feedback about the service you received.

### Common questions

How will this information be used?

What if I'm calling about someone else?

How is this information kept?

Will the information be confidential?

Can I have access to the information you hold about me?

What if I don't want to give you any personal information or I don't want my details to be used?

What are the laws about personal information and privacy?

What information will you ask me for?





# SAVING YOU TIME

## **How will this information be used?**

We store your information securely so you don't have to repeat yourself when you next contact us, especially about things you find difficult to talk about. It means our staff will be able to see the details of all your previous contact with us, and give you personalised support as quickly as possible.

And don't worry. We make sensitive data, such as medical information, only visible to Macmillan staff who are directly involved in providing support. We use data without names, addresses or other personal details, to measure how well we're doing and develop our services.

If you give us permission, we may also use your information to contact you about things which may be relevant to your experience. You can opt out of hearing from us at any point, or ask us not to contact you a certain way, for example by email, phone or post.

## **What if I'm calling about someone else?**

If you contact us about someone else, we'll collect your details and create a record about you. But we'll also ask for some information about the other person's situation and keep a record about them, which we'll link to yours. We won't ask you for their name or contact details though. We store this information so that you won't have to repeat yourself every time you contact us. And it also means our staff will be able to give you the support that's right for you fast.

### How is this information kept?

Macmillan alone is responsible for collecting your personal information. We securely store and process this information on a computer system. We make sure nobody has access to your information who shouldn't have access to it. And we don't store credit or debit card details.

The only people at Macmillan who can see sensitive information, such as your medical details, are those who are directly involved in providing support. We use data without names, addresses or other personal details to measure how well we're doing and develop our services.

### Will the information be confidential?

Yes. We keep all our customer records confidential within our organisation and we never sell your details to anyone else.

We sometimes need to share your information with the trusted partner companies who help provide our services. We never share sensitive information such as medical details but, as an example, the printing company who prints and sends out our materials will see your name and address. We have special agreements to ensure these companies only use your information in the exact ways we tell them, and do not store it afterwards. It is never used for their own business purposes.

Occasionally we show anonymous data, without names, addresses or personal details, to the partner organisations which help develop our services.

From time to time, we may need to exchange your personal information with other organisations, for example an NHS trust, perhaps to help resolve a complaint. We only do this with your permission.





### **Can I have access to the information you hold about me?**

Yes. You can make a written request to access all the personal information we hold about you. Please write to The Company Secretary, Macmillan Cancer Support, 89 Albert Embankment, London, SE1 7UQ. If you let us know about any information that is inaccurate or incorrect, we'll correct it.

### **What if I don't want to give you any personal information or I don't want my details to be used?**

Your information is important because it helps us provide the best-possible support. Some of the basic details we ask for when you donate money help us claim Gift Aid. Without your name and home address, we wouldn't be able to reclaim tax on your donations, which adds an extra 25% to everything you give at no extra cost to you. In 2009, we claimed over £4.3m in Gift Aid, so it makes a huge difference to our services.

It's up to you, though, how much information you want to give us. Sensitive information, such as medical details, is only seen by staff directly involved in providing support but we can make your record anonymous if you prefer. This will obviously mean we cannot contact you or refer to your information next time you contact us.

### **What are the laws about the use of personal information and privacy?**

The main legislation is the Data Protection Act (DPA), which regulates the processing of personal data – which we refer to as personal information – and contains eight principles. One of these is that personal information must be processed fairly and lawfully. This means you have a right to know how we intend to use the information you provide. In most circumstances, you also have to give your consent before we can use it.

At Macmillan, we do our best to go beyond the minimum requirements of the DPA. We also follow best practice codes set out by organisations such as the Institute of Fundraising and the Nursing and Midwifery Council.

At the end of the day, we're dealing with your information. So if you have any suggestions, concerns or you'd just like to find out more, call us on **0808 808 00 00**.

# What information will you ask me for?

We only ask for information that we think will help us to help you, so this will vary depending on why you've got in touch. The tables below explain what information we may ask for when you contact us for different reasons.

	PERSONAL INFORMATION				SENSITIVE INFORMATION						FINANCIAL AND LEGAL		
<i>If you contact us for</i>	Name, contact details and communications preferences (incl language)	Date of birth or age*	Gender	Marital status	Name and address of someone you have authorised to speak to us on your behalf	How you heard about us and what motivated you to get in touch	Specific reason you contacted us for support and what information you needed	Information about your cancer diagnosis, including type, status, prognosis	Information about your relationship to person with cancer diagnosis (if not you)	Ethnicity*	Permission to hold sensitive data if you've given us any	Housing status	Employment status
<b>Medical support and advice</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
<b>Emotional support and advice</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
<b>Financial support and advice</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Practical support and advice</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

	PERSONAL INFORMATION				SENSITIVE INFORMATION				FINANCIAL AND LEGAL					
<i>If you contact us to</i>	Name, contact details and communications preferences (incl language)	Date of birth or age*	Gender	Marital status	Name and address of someone you have authorised to speak to us on your behalf	How you heard about us and what motivated you to get in touch	Information about your relationship to person with cancer diagnosis (if not you)	Permission to hold sensitive data if you have given us any	Donation history	Bank account details	Gift Aid declaration	Housing status	Employment status	Passport details
<b>Make a donation</b>	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes	No	No	No
<b>Set up a regular direct debit</b>	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
<b>Take part in an event in the UK</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No	No
<b>Take part in an event overseas</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No	Yes
<b>Leave us a gift in your will</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes	No
<b>Campaign</b>	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No	No	No	No	No

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<i>If you contact us to</i>	Name, contact details and communications preferences (incl language)	Date of birth or age*	Gender	Marital status	How you heard about us and what motivated you to get in touch	Information about your relationship to person with cancer diagnosis (if not you)	Ethnicity*	CV details, including employment history, qualifications and references	If you have any unspent or pending convictions	If you are eligible to work in the UK	Permission to hold sensitive data if you've given us any	Employment status
<b>Volunteer</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

\*We only collect this information to understand our service users and supporters, and develop and deliver services to meet their needs.