



THE IRISH BLUE CROSS
ANIMAL WELFARE CHARITY

Privacy Notice

The purpose of this notice is to provide you with all information necessary for you to understand how we process the personal information we have about you. It is written to comply with Article 12(1) of the General Data Protection Regulations (“GDPR”) which took effect from 25th May 2018. The purpose of GDPR is to protect you against any misuse of your personal information and it does so by ensuring that all entities who collect, use, disclose or otherwise process personal information do so in accordance with one or more legal justifications.

We collect and use a wide variety of information about different classes of persons including clients (i.e. people who use the charity’s veterinary and animal welfare services), donors, volunteers, staff & others.

For clients the very basic information we need to gather & retain is your name, contact details as well as proof of your eligibility to use our services. If you are disabled or otherwise infirm, we note this to make sure that we are able to look after you when you are with us. We shall also use your contact information to send – by phone, text or email - reminders ahead of appointments at the clinic. Where we need to refer your pet to a private veterinary practice, the UCD School of Veterinary Medicine or the Pet Emergency Hospital we may give them your name and contact details however this will happen only where they have committed in writing to process such information only in accordance with law.

Where we microchip your pet, we register your details with a private database approved by the Department of Agriculture.

For persons who consent to be recorded on our donor database, we record your name, contact details, gender (so that we state your title correctly when writing to you) and where we are reclaiming tax in respect of the donation, your PPSN.

For volunteers who work on our mobile clinics we record your name, contact details, references, gender (so that we state your title correctly when writing to you), attendance record, your IBAN (for reimbursement of expenses), driving licence details where necessary, adverse health circumstances (to preserve your health & safety) and next of kin (in case of an emergency).

We also collect and use personal data (generally name, date of birth, contact information, professional background including fitness & probity) about our trustees and other persons who support the charity.

CCTV is in operation inside as well as outside our Inchicore clinic as well as in our horse ambulances.

At fund raising events we may arrange for photographers to take pictures. Where you pose for photographs we will obtain your consent to use these for Irish Blue Cross or 3rd party marketing, public relations or social media however it is not always practical to obtain such consent for larger group shots or where a person is (intentionally or otherwise) in the background of a photograph not aimed at them.

GDPR requires us to make sure that the collection and use of your information is justified under a set number of legal bases set out in the regulations. For clients, staff and volunteers, the legal basis we are adopting for most of what we do is **Legitimate Interests**. We are satisfied that nothing we do impairs anybody’s fundamental rights under GDPR.

Our collection and use of donor information is based on **Consent**. All such consent is obtained in writing/email and you have a right to withdraw it at any time.

We also use a variety of service providers who have access to different kinds of information about you. These include suppliers of our computer systems, cloud storage providers, website hosts, legal advisers, consultants, CCTV maintenance firms & other outsourced service providers. In all cases we ensure that these service providers are of good standing & repute and commit to keeping your information safe and secure. They are also prohibited from passing information about you to any other persons.

We use analysis and segmentation to identify supporters who may want to make significant contributions to support our mission. We may compare this information with publicly available or otherwise legally obtained information. We also carry out analysis and segmentation to help us communicate with you in the most cost effective manner.

If you make donations or other payments via our website, the payments will be processed by one or other of

- Stripe
- Paypal
- Allied Irish Merchant Services
- Bank of Ireland Card Services to process the payment

Our website itself is hosted by Blacknight.

We use cookies to improve your experience of our website. A cookie is a simple text file that our website stores in your browser so that our website can remember your preferences. The cookies we use make our website faster and easier for you to use. We also use cookies to market our services to you. We do not pass the information stored in these cookies to anyone else and other websites cannot access the cookie files stored in your browser. We do not disclose the information to third parties except when required to by law. You can delete the cookies in your browser at any point through your browser preferences. (If you delete our cookies and then visit our website again, our website won't recognise you and will ask you to accept our cookies again!)

We are most careful to comply with all of our data protection obligations. Specifically

- when we collect, use or disclose any personal information, we do so fairly and lawfully. This means that we make sure you know why we are collecting your information and what we are doing with it;
- we collect and use it only for specified, explicit and legitimate purpose(s);
- we do not use or disclose it in any way which is incompatible with those purposes;
- we protect it against unauthorised access, alteration, disclosure or destruction, or unlawful use;
- we make sure that all personal information we hold is accurate, complete and where necessary, kept up to date;
- we make sure that when we collect personal information, it is adequate, relevant and not excessive in relation to the purpose for which it was collected;
- we do not keep personal information for longer than is necessary. Most information is retained for 6 years which is a common minimum records retention period required by law. However, if personal information can be lawfully destroyed after a shorter period, we try to do so. We also try to destroy all personal information when we no longer have any need to retain it. We shall retain medical information about animals indefinitely in case (s)he or his offspring is brought to us for further

attention) and therefore we shall also keep personal information relating to each animal's owner for the same period. Each owner has of course the right to request deletion of such records.

If you ask, we will provide you with a copy of all information we hold about you within 30 days of your request and at no charge. Furthermore, if you ask us to correct or destroy any information we hold about you, we will do so, subject to the legal provisions surrounding any such request.

We have a detailed Data Protection Policy which addresses our entire approach to this important topic. All of our officers, whether paid staff or volunteers, are provided with data protection training.

We view our obligations in respect of data protection very seriously and any suspected or actual breach is investigated thoroughly with appropriate action taken where necessary.

If you have a complaint about how we have used your personal information please mark your letter "For the Attention of the CEO". Under our Complaints Procedures we shall acknowledge your complaint within 5 working days, we shall provide you with the name of the person handling your complaint and try to have a full response within 40 working days. If you are unhappy with how we have dealt with your complaint, you will be able to refer the matter to the Data Protection Commissioner.

Should you have any further questions about any of the foregoing, please

- ask any of our staff or volunteers who will either address the matter or refer you to somebody else who can do so,
- write to us at 15A Goldenbridge Industrial Estate, Tyrconnell Road, Inchicore, Dublin 8.
- telephone us on 01 416 3030
- email us at www.bluecross.ie
- contact the Data Protection Commissioner at: 21 Fitzwilliam Square South, Dublin 2, DO2 RD28 or, Canal House, Station Road, Portarlinton, Co. Laois R32 AP23. Tel (01) 7650100/1800437737 www.dataprotection.ie

The Irish Blue Cross
15A Goldenbridge Industrial Estate
Tyrconnell Road
Inchicore
Dublin 8
DO8 EY92

Tel: (01) 4163030
E-mail: info@bluecross.ie
Web: www.bluecross.ie