



# **Dementia-friendly Alton**

## **Privacy Policy at a Glance**

**Date agreed : 24/10/2024**

**Date for review: 24/10/2025**

**Charity Number 1202095**

# Privacy Policy at a Glance

## Understanding Data Protection at Dementia-friendly Alton

At Dementia-friendly Alton, we are committed to protecting the privacy of our members, volunteers and employees. We are registered with the Information Commissioner's Office as an organisation that processes personal data.

We handle your personal information carefully, responsibly and in accordance with the law, our policies and GDPR, (General Data Protection Regulations 2018).

We ensure our staff and volunteers are informed about the appropriate and legal use of the personal data they may have access to. A handy guide for members / carers is available in reception. Refer to full GDPR and Privacy Policy for more in depth explanation, if required.

## Key Principles of GDPR

- **Lawfulness, Fairness and Transparency:** Data must be processed legally, honestly, and openly. We will explain what, how and when we use and store your information.
- **Purpose Limitation:** The people providing their information should understand how their data is being and where it may be shared.
- **Data Minimisation:** We only collect information that's necessary to provide our services and support. This includes details such as your name, address, medical history and contact information.
- **Accuracy:** We make sure the information we have is correct and up-to-date. If anything changes, we ask you to let us know and we update our records. You have the right to have inaccurate data corrected.
- **Storage Limitation:** Personal data should not be kept for any longer than legitimately needed.
- **Integrity and Confidentiality:** We protect and store your information following the legal guidelines to keep it private and secure.
- **Accountability:** Data should be processed securely, so the information is protected and data breaches are avoided. We must demonstrate we have measures and safeguards in place to prevent a breach.

## **What is personal data?**

Personal data is any information about you that enables you to be identified.

## **What personal data do you collect?**

We may collect your name; address; date of birth; contact details; health conditions and GP; information about your hobbies and likes; induction and training records; next of kin details and other data relevant to supporting you. The information may vary depending on your role with us.

We may also take photographs, videos, sound recordings or quote your words and story with your permission.

## **How do you use my personal data?**

- We use your data to communicate with staff, volunteers and members to keep everyone safe and ensure we offer a person centred service.
- We may use your photographs and words in Dementia-friendly Alton publications, press releases and displays to publicise our work. Please be aware that these will likely also be available online.
- Anonymised photos (for members and carers), audio and stories may be sent to funders and stakeholders to promote and continue the work of Dementia-friendly Alton. This could include appearing on their publications and websites.
- Any images or recordings shared on social media will not use members names or identifying information. Volunteers and staff are all aware of this policy for when they interact with the sites.
- Volunteers and staff are encouraged to engage, 'like' and 'share' to support Dementia-friendly Alton social media but are advised not to provide personal phone numbers to or 'befriend' members on social media.

## **How will you store my personal data?**

- With your written, we use a secure system called Lamplight to store personal information. Lamplight is a database that enables us to securely collect, track and report on our members as well as support volunteers and staff and record their data and training. There is limited access and only staff and volunteers who need to know the information can access it. This system has safeguards to prevent unauthorised access or data breaches.
- Volunteers are supported in their role with regular training to ensure they have a good understanding of policies and procedures, legal obligations and directives that affect their position, including GDPR.
- Volunteers and staff are responsible for taking measures to ensure the security of data by keeping electronic equipment locked away when not in use and/or using password protection for files.
- Within 2-4 weeks of joining the organisation (in whatever capacity), consent will be discussed and recorded (as agreed) in relation to images, video and other forms of personal media.
- All images / videos and other media will be obtained on designated phone(s) and equipment and uploaded to our database as soon as possible. They are then immediately deleted from the recording device. When no longer required they are deleted from Lamplight.
- Additional consent will be gained (as appropriate) for the sharing of information with relevant health and social care professionals/services, and recorded on the personal profile in Lamplight.

## **How long will you keep my personal data?**

- We keep information only for as long as it's necessary for the purposes we collected it for.
- When you leave or no longer engage with our services, your data will be removed from our database.
- We only keep images, videos, and audio for as long as is required to effectively record your journey and / or fulfil grants and reporting needs.

## **How can I access my personal data?**

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it. This is known as a “subject access request” and is best made in writing.

## **How do I contact you?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

**Alton Assembly Rooms, High Street, Alton, Hampshire, GU34 1BA**

**Tel: 01420 551455 / 07902 767683**

**Email: [dementia\\_friends@btinternet.com](mailto:dementia_friends@btinternet.com)**

If you have any concerns or questions regarding the processing or use of personal data you should contact either Safeguarding Lead Karen Murrell or Meeting Centre Manager Sarah Gardner as soon as possible.

## **Changes to this Privacy Notice**

- We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection. Any changes will be made available on our website at [www.dementia-friendly-alton.org.uk](http://www.dementia-friendly-alton.org.uk)
- This policy will be reviewed at least once a year to ensure that any changes in data practices, laws or policy updates will be addressed quickly and efficiently.

Dated 22/10/2024