

# Website Privacy Notice and Use of Cookies

St Luke's Hospital values your support and we are committed to protecting your privacy. The information below is regarding how we ensure your privacy and data security when using our website and online platforms.

## **Personal information**

Our website is a safe environment for anyone who visits.

We use your email address and home address to keep you informed about our work and care services through our communications. Your phone number is used only to contact you if we need to follow up your enquiry or verify information.

We do not knowingly collect any personal information from a child without the consent of the child's parent(s). Children under the age of 16 should obtain parental consent before providing their contact details through our website.

## **Cookies**

We use cookies, small pieces of data stored inside a website browser, across our websites to improve their performance and to enhance your user experience. When you visit our websites, cookies allow us to collect some non-identifying basic information. This includes the total number of visitors, the pages viewed, and other anonymous information. We use this information to make your experience on our website as smooth as possible and to allow us to make any necessary improvements.

## **Types of cookie**

### **1. Necessary Cookies**

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website.

### **2. Performance Cookies**

These cookies allow us to analyse how visitors use our websites and to monitor website and its performance so that we can provide a high-quality experience and determine how effective our website is working for you.

### **4. Targeting cookies**

These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website so you can be shown more relevant ads. St Luke's Hospital rarely

uses this type of cookie. More detail on how businesses use cookies is available at [www.allaboutcookies.org](http://www.allaboutcookies.org). If you decide you would like to disable cookies on this device, please view our information pages - How to disable cookies. However, please do be aware that some parts of the website will no longer function correctly if you disable cookies.

## **Emails**

To enable us to determine which of our emails are more interesting to our users, St Luke's Hospital emails may contain a single tracking pixel. This pixel can allow us to see whether emails are opened and also which links people click the most. The pixel will be deleted when you delete the email.

If you do not wish the pixel to be downloaded to your device, please set your email client to receive plain text emails from us.

## **Do we share your information?**

It is our policy not to sell, trade, or rent your personal information to anyone. We may at times share your information with third parties who are authorised to act on our behalf such as a mailing house sending out a newsletter, any third-party receiving information will be checked for their compliance with the General Data Protection Regulations (GDPR) 2018. We reserve the right to change our policy at any time. If we choose to change our policy, you will be given the option to remove your name from our database.

## **Social Media**

Depending on your settings or the privacy policies for social media and messaging services like Facebook or Twitter, you might give us permission to access information from those accounts or services.

## **Facebook marketing**

Conversion tracking helps us measure the return on investment of Facebook Ads by reporting on the actions that people take after viewing those ads. We create pixels that track conversions, add them to the pages of our website where the conversions will happen and then track these conversions back to ads we are running on Facebook. No personal information is contained in or collected as a result of using these cookies or pixels. You can opt out by visiting <http://optout.aboutads.info>

## **How do you contact us regarding your information?**

You can send anonymous donations simply by sending a money order to us at the address found at the bottom of this privacy notice. If you do not give your name and address we will be unable to send you a receipt.

If at any time you change your email or postal address, or if any of the other information we hold is inaccurate or out of date, please contact us.

If you would like to receive our email newsletter, please send us an email with your request or use our message feature on the website. If you wish to unsubscribe from any of our mailings, please contact us to confirm your full name, address, and e-mail address.

If you would like to discuss any of this in further detail, please do call us on: 01865 228800, email us at: [enquiries@stlukeshosp.co.uk](mailto:enquiries@stlukeshosp.co.uk); or write to us at: St Luke's Hospital, Latimer Road, Headington, Oxford OX3 7PF