

MERSEYSIDE AGAINST BLOOD CANCERS

Privacy Policy

Last updated: 2 June 2026

1. About This Privacy Policy

1.1 This privacy policy explains how Merseyside Against Blood Cancers ("MABC", "we", "us", "our") collects, uses, stores and protects your personal information.

1.2 We are a registered charity dedicated to supporting blood cancer patients in Merseyside and the surrounding area, funding research, and providing education. We take the privacy of everyone who interacts with us — including patients, donors, supporters, healthcare professionals, and volunteers — very seriously.

1.3 We comply with the Data Protection Act 2018 (DPA 2018), the UK General Data Protection Regulation (UK GDPR), the Data (Use and Access) Act 2025 (DUAA), and any other applicable UK data protection legislation (together, "Data Protection Law").

1.4 This policy was last updated on the date shown above. We review it at least annually and will post any changes here. Please check back periodically.

2. Who We Are

Merseyside Against Blood Cancers (formerly The Bloom Appeal) is a registered charity in England and Wales.

Registered Charity Number: 1157459

Address: Liverpool Science Park, 131 Mount Pleasant, Liverpool, L3 5TF

Email: info@mabc.org.uk

Website: www.mabc.org.uk

Queries about this policy or how we handle your data should be directed to our Trustees via the contact details above. Our data protection lead is a nominated Trustee; please mark correspondence 'Data Protection' for prompt handling.

3. The Personal Data We Collect and Why

We collect and use personal data across several distinct areas of our work. Each is described below.

3.1 Donors and Fundraisers

When you make a donation, set up a fundraising page, take part in an event, or contact us about supporting MABC, we collect:

- Name, email address, postal address, and telephone number
- Donation amount and payment details (processed securely via our payment provider — we do not store card details)
- Gift Aid declarations, including confirmation that you are a UK taxpayer (required by HMRC)

- Details of your fundraising activities (e.g. event name, target, amounts raised)

We use this information to process your donation, claim Gift Aid where applicable, send receipts and thank you messages, and keep you informed about our work. The lawful basis is contract (for processing donations) and legal obligation (for Gift Aid records). Where we send you updates about our work, we rely on legitimate interests or, where required, your consent.

3.2 Grant Applicants — Patients and Families

Important: Grant applications from patients and their families may involve health information, which is special category data under UK GDPR. We handle this information with the highest level of care and only share it with Trustees and healthcare professionals involved in assessing the application.

When a patient or family member applies for a patient wellbeing grant, we collect:

- Name, contact details, and address of the applicant
- Details of the blood cancer diagnosis and treatment (health data — special category)
- Information about financial circumstances and the support requested
- Supporting information from a healthcare professional

The lawful basis for processing health data is explicit consent (UK GDPR Article 9(2)(a)), given when you submit the application form, together with processing necessary for the provision of social protection (Article 9(2)(b)). We use this data solely to assess and administer your grant application.

3.3 Grant Applicants — Healthcare Professionals and Researchers

When a healthcare professional or researcher applies for a research or education grant, we collect:

- Name, job title, employer/institution, and contact details
- Details of the proposed research or educational activity
- Supporting information and references

The lawful basis is legitimate interests (we have a clear charitable purpose in funding blood cancer research and education). We use this data to assess and administer your application and, with your permission, to publicise funded work.

3.4 Website Visitors and Contact Form Enquiries

When you visit www.mabc.org.uk, we may collect information about your visit through cookies and analytics tools (see Section 7 for our Cookie Policy). If you submit a message via our website contact form, we collect your name, email address, phone number (if provided), and message.

We use contact form data to respond to your enquiry. The lawful basis is legitimate interests. We do not use this data for marketing without your separate consent.

3.5 Event Participants

When you register for or attend a MABC event (fundraising events, patient forums, etc.), we collect your name, contact details, and any accessibility or dietary requirements. We use this

to organise and run the event and to follow up afterwards. The lawful basis is contract (for paid events) or legitimate interests (for free events).

3.6 Volunteers and Trustees

When you volunteer with us or join our Board of Trustees, we collect your name, contact details, and relevant experience. We may also collect information needed for governance purposes, such as declarations of interest. The lawful basis is contract and legal obligation (Charity Commission requirements).

3.7 Newsletter and Communications

If you sign up to receive updates from us, we collect your name and email address. We send communications about our work, events and campaigns. The lawful basis is consent. You can unsubscribe at any time via the link in any email or by contacting us directly.

4. Special Category Data

Some of the personal data we process is 'special category' data under UK GDPR — specifically, information about people's health conditions. This applies primarily to patient grant applications. We:

- Only collect health information that is necessary for the grant application process
- Store it securely and restrict access to Trustees and relevant advisers only
- Never share it externally except where required by law
- Rely on explicit consent and/or the provision of social protection as our lawful basis

If you provide health information on behalf of another person (e.g. a family member), you should ensure that person is aware of this policy and has given their consent where required.

5. Gift Aid

If you make a Gift Aid declaration, we are required by HMRC to retain records of that declaration and associated donation for at least six years following the end of the tax year in which the donation was made. This is a legal obligation and cannot be waived.

6. How We Share Your Personal Data

We do not sell, rent, or trade your personal data. We may share data in the following circumstances:

- With Trustees and staff involved in processing your grant, donation, or enquiry
- With payment processors and fundraising platforms (e.g. JustGiving) to process donations securely
- With HMRC for Gift Aid purposes
- With charities and other bodies when we are working with them (eg Clatterbridge Cancer Centre, North West Cancer Research)
- With professional advisers (e.g. our legal advisers, accountants) under strict confidentiality
- Where required by law or a court order

Any third parties with whom we share data are required to handle it in accordance with Data Protection Law.

7. Cookies and Website Tracking

Our website uses cookies to improve your experience. These include:

- Necessary cookies: essential for the website to function (e.g. cookie consent preferences, WordPress theme).
- Analytics cookies: help us understand how visitors use our site (e.g. traffic volumes, pages visited).
- Functional cookies: enable enhanced features (e.g. social media sharing).
- Advertisement cookies: used by platforms such as Facebook to show relevant content.

You can manage your cookie preferences using the cookie settings banner when you first visit our site. Under the DUAA, certain necessary and low-risk analytics cookies may not require explicit consent, but we provide clear choices regardless.

8. Data Retention

We retain personal data only for as long as necessary for the purpose it was collected. Our key retention periods are:

| Type of Data | Retention Period | Reason |
|--|------------------------------|----------------------------|
| Donor and donation records | 6 years from end of tax year | HMRC / legal obligation |
| Gift Aid declarations | 6 years from end of tax year | HMRC legal requirement |
| Patient grant applications (health data) | 6 years from decision date | Charity governance / legal |
| Research/education grant applications | 6 years from decision date | Charity governance |
| Contact form enquiries | 3 years from last contact | Legitimate interests |
| Event participant records | 2 years from event date | Legitimate interests |
| Volunteer/Trustee records | 6 years from end of role | Legal/Charity Commission |
| Newsletter subscribers | Until unsubscribe + 1 year | Consent / suppression list |
| Data protection complaint records | 3 years from resolution | Legal obligation (DUAA) |

At the end of the applicable retention period, personal data is securely deleted or anonymised.

9. Your Rights

Under UK Data Protection Law, you have the following rights in relation to your personal data:

- Access: request a copy of the personal data we hold about you.
- Rectification: ask us to correct inaccurate or incomplete data.

- Erasure: request deletion of your data where there is no legal or legitimate reason to retain it (note: Gift Aid and financial records must be retained by law).
- Restriction: ask us to limit processing in certain circumstances.
- Portability: receive your data in a machine-readable format where applicable.
- Withdrawal of consent: where we rely on consent, withdraw it at any time. This does not affect lawfulness of processing before withdrawal.
- Objection: object to processing based on legitimate interests or for direct marketing.

To exercise any right, contact us at info@mabc.org.uk or in writing to our address above. We will respond within one month.

Please note that for health information provided in grant applications, we may need to retain records for legal reasons even if you request erasure. We will explain this clearly if it applies.

10. Data Protection Complaints

We take data protection very seriously and want to resolve any concerns quickly and fairly. If you are unhappy with how we have handled your personal data, please raise your concern with us first. We have a formal process in place as required by section 103 of the Data (Use and Access) Act 2025.

You can raise a data protection complaint with us:

- By email: info@mabc.org.uk (mark your message 'Data Protection Complaint')
- By post: Merseyside Against Blood Cancers, Liverpool Science Park, 131 Mount Pleasant, Liverpool, L3 5TF

We will acknowledge your complaint within 30 days and aim to provide a full written response within three months. We will keep you informed of progress.

If you remain unsatisfied, you have the right to complain to the Information Commissioner's Office (ICO):

- Website: ico.org.uk/make-a-complaint
- Phone: 0303 123 1113
- Post: ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

11. Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or misuse. Grant application data — particularly health information — is accessible only to Trustees and relevant advisers on a need-to-know basis. All Trustees and team members are required to adhere to our internal data protection policies.

12. Third Party Links

Our website may contain links to external sites, including NHS pages and fundraising platforms. We are not responsible for the privacy practices of those sites and encourage you to review their policies separately.

This Privacy Policy was fully revised on 2 June 2026, replacing the previous version dated December 2019. The revision brings the policy into compliance with UK GDPR, the Data Protection Act 2018, and the Data (Use and Access) Act 2025, and incorporates the complaint handling requirements introduced by section 103 of the DUAA.