



C. diff Trust customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

- [Contact details](#)
- [What information we collect, use, and why](#)
- [Lawful bases and data protection rights](#)
- [Where we get personal information from](#)
- [How long we keep information](#)
- [Who we share information with](#)
- [How to complain](#)

Contact details

Telephone

02920 742378

Email

info@cdifftrust.org

Address

Public Health Wales Microbiology
University Hospital of Wales
Heath Park
Cardiff
CF14 4XW

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery and third party referrals:**

- Names and contact details
- Photographs or video recordings
- Service use history
- Dietary information (including allergies and health conditions)
- Records of meetings and decisions
- Payment details (including card or bank information for transfers and direct debits)
- Website user information (including user journeys and cookie tracking)
- Information relating to compliments or complaints

We collect or use the following information to **receive donations or funding and organise fundraising activities**:

- Names and contact details
- Payment or banking details
- Donation history

We collect or use the following personal information for **service updates or marketing purposes**:

- Names and contact details
- Marketing preferences
- Recorded images, such as photos or videos
- Records of consent, where appropriate

We collect or use the following personal information for **research or archiving purposes**:

- Names and contact details
- Addresses
- Records of consent, where appropriate

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Purchase or service history
- Witness statements and contact details
- Correspondence

We also collect or use the following information for **dealing with queries, complaints or claims, if the following information forms part of the request**:

- Racial or ethnic origin
- Sexual orientation information

We will never sell or rent your information to third parties for marketing purposes.

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)

- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods, including delivery and third party referrals** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Legitimate interests** – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - To ensure we are delivering services to the intended population that the charity serves.

Our lawful bases for collecting or using personal information to **receive donations or funding and organise fundraising activities** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to

object. To be clear, you do have the right to withdraw your consent at any time.

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - To ensure the C. diff Trust is able to raise and receive funds.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - To ensure we are delivering services to the intended population that the charity serves.

Our lawful bases for collecting or using personal information for **research or archiving purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - To ensure we are delivering services to the intended population that the charity serves.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Legitimate interests** – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - To ensure that the queries, complaints or claims are dealt with appropriately.

Where we get personal information from

- Directly from you
- Publicly available sources
- Suppliers and service providers

How long we keep information

Our data will only be kept for as long as there is an administrative need to do so in order to enable our charity to carry out its business or support functions, or for as long as it is required to demonstrate compliance for audit purposes or to meet legislative requirements.

In general, records are kept for 6 years after the end of the accounting year to which they relate, but we do not keep personal records any longer than necessary and certain records may be required to be retained for longer.

We consider various criteria when determining the appropriate retention period for personal data including:

- The purposes for which we process your personal data and how long we need to keep the data to achieve these purposes.

- How long personal data is likely to remain accurate and up-to-date.
- For how long the personal data might be relevant to possible future legal claims
- Any applicable legal, accounting, reporting or regulatory requirements which specify how long certain records must be kept.
- Other factors including storage costs, historical value, industry standards, and archival needs, of which we are aware and will be compliant.

Who we share information with

Others we share personal information with

- Suppliers and service providers

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

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8 May 2025