

Ghent University Hospital privacy statement for donors

Protection of donors' personal data

1 General

When you make a donation to Ghent University Hospital, we may process your personal data.

The main purpose of this privacy statement is to inform you why we process your personal data and what rights you can exercise.

This policy has been drawn up in implementation of EU Regulation 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing of personal data (hereinafter referred to as GDPR) and its implementing laws and decrees.

2 Who is the data controller of your personal data?

Ghent University Hospital, a public institution with its registered office at C. Heymanslaan 10, 9000 Ghent, Belgium and registered in the Crossroads Bank for Enterprises under number 0232.987.862 (hereinafter 'Ghent University Hospital', 'we' or 'us') is responsible for processing your personal data as a donor as described in this privacy statement.

Ghent University Hospital is part of Ghent University, a public institution with legal status in accordance with the special decree of 26 June 1991, with its place of effective management at Sint-Pietersnieuwstraat 25, 9000 Ghent, Belgium and registered in the Crossroads Bank for Enterprises under number 0248.015.142.

3 Data Protection Officer

If you would like any further details, please do not hesitate to contact our Data Protection Officer at dpo@uzgent.be. Also, if you feel that the hospital is not or not sufficiently respecting your rights with regard to your personal data, you can always contact the Data Protection Officer to submit a complaint.

You also have the right to submit a complaint to the Belgian Data Protection Authority, Drukpersstraat 35, 1000 Brussels, Belgium and via e-mail to contact@apd-gba.be.

4 Basic principles in this privacy statement

We apply a number of basic principles when processing your personal data:

- We only process personal data that is necessary for the intended purpose.



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- We strive to process the data accurately and correctly.
- We do not retain your data for any longer than necessary (cf. table 7.1 and 7.2).
- We take appropriate measures to guarantee the confidentiality and integrity of your data.
- If we use external service providers, Ghent University Hospital will make sure that these processors observe the necessary data protection too.
- Data is never passed on to third parties for commercial purposes.

5 Definitions

For the avoidance of doubt, a selection of terms used in the privacy policy are defined below:

Staff member(s): employees and/or other agents of Ghent University Hospital and/or independent practitioners within Ghent University Hospital.

Personal data: any form of information concerning an identified or identifiable natural person, such as a patient. An identifiable person is a natural person who can be identified, directly or indirectly, in particular by reference to an identification number (e.g. the National Registry Number), name and date of birth, location data, an online identifier (e.g. an e-mail address or an IP address) or one or more factors specific to his/her physical, physiological, genetic, mental, economic, cultural or social identity.

Consent: any freely given, specific, informed and unambiguous expression of will by which the donor, by means of a statement or an unambiguous active act, agrees to the processing of his/her personal data.

Processor: means a natural person or legal entity, public institution, agency or other body that processes personal data on behalf of the data controller, without being under the direct authority of the data controller.

Processing: any operation or set of operations that is performed on personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, protection, deletion or destruction of personal data;

Data controller: a natural or legal person, public institution, agency or any other body which alone or jointly with others determines the purposes and means of the processing of personal data.

Personal data legislation: means (i) Regulation (EU) 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing of Personal Data and on the free movement of such data and repealing Directive 95/46/EC as of 25 May 2018, (ii) the Belgian Act of 30 July 2018 on the protection of natural persons with regard to the processing of personal data and (iii) any other current or future applicable legislation that relates to or has an impact on privacy and the processing of personal data.

6 Your rights concerning the processing of your personal data

For the avoidance of any doubt, your rights with regard to your personal data are clarified in more detail below.

6.1 Right to information

In accordance with the provisions of the GDPR, the data subject will be informed via this policy of the processing of their data and the legal grounds for this data processing at the time of the collection of personal data of the data subject.

6.2 Right of access and the right to obtain a copy

You have the right to know, in accordance with the applicable legal provisions, which personal data we hold about you, what we do with it and why we do so. You also have the right to receive a copy of this information free of charge.

6.3 Right to rectification and completion

If you believe that Ghent University Hospital is keeping incomplete or incorrect data about you, you have the right to ask us to rectify or complete this data free of charge.

6.4 Right of deletion

If you are of the opinion that it is no longer necessary to keep your data, that there are no legitimate reasons to keep your data or that Ghent University Hospital is processing your data unlawfully, you may ask to have your data deleted.

For various reasons, Ghent University Hospital may be required to refuse your request for deletion. This may be the case, for example, if such data is necessary for the establishment, exercise or substantiation of a legal claim.

6.5 Right to withdraw your consent at any time

If the processing of personal data is based on your prior consent, you may withdraw this consent at any time. Withdrawing your consent implies that Ghent University Hospital is no longer allowed to process the data concerned.

6.6 Right to restriction of processing

In a limited number of cases, you may request that your personal data be kept but not processed (i.e. the processing is put on hold).

6.7 Right to object

This right does not apply given that the legal basis is your consent or a legal obligation (see paragraph 7).

6.8 Right to submit a complaint to the Data Protection Authority

If you believe you have a complaint regarding the protection of privacy, you may contact the Belgian Data Protection Authority (www.gegevensbeschermingsautoriteit.be) directly at Drukpersstraat 35, 1000 Brussels, Belgium, or via +32(0)2 274 48 00 or contact@apd-gba.be.

7 Which personal data does Ghent University Hospital process and for which purposes?

The fundraising policy of Ghent University Hospital is twofold: it seeks to finance projects that make patients' time at the hospital more pleasant and improve their quality of life on the one hand, and it seeks to financially support clinical scientific research on the on the other hand.

Below, you can find out which personal data we process for each purpose, on which grounds the processing is carried out, how we process it and who we might share it with.

7.1 Fundraising, information on activities and events and information on the use of donations.

We process your data because you have indicated that you wish to be contacted by us in connection with fundraising, making a donation, information on how donations are spent (by filling in a form on our website or at an event or activity, for example) or you have given your consent to be included in our database.

| Types of personal data | Processing purposes | Legal grounds | Retention period | Recipient category |
|---|---|-----------------------------------|---------------------------------|--------------------|
| Identification data (name, first name) | Contacting potential interested parties | Your free, prior informed consent | 3 years after acquiring consent | Fundraising staff |
| Electronic identification data (e-mail address) | | | | |
| Address details | | | | |
| Personal preferences for activities/events and feedback in relation thereto | | | | |

7.2 Administrative, accounting and tax processing of your donations.

7.2.1 Administrative processing

We process your data to send you a thank-you letter.

| Types of personal data | Processing purposes | Legal grounds | Retention period | Recipient category |
|---|----------------------------|-----------------------------------|----------------------------|--------------------------------------|
| Identification data (name, first name) | Sending a thank-you letter | Your free, prior informed consent | 1 year after last donation | Fundraising staff or department head |
| Electronic identification data (e-mail address) | | | | |
| Address details | | | | |

7.2.2 Accounting and tax processing

We process your data because we need it in order to perform our tasks, which are laid down by law.

| Types of personal data | Processing purposes | Legal grounds | Retention period | Recipient category |
|--|--|------------------|------------------------------|---|
| Identification data (name, first name) | Accounting and tax processing of donations | Legal obligation | 10 years after last donation | FPS Finance, banks, internal accounting |
| Electronic identification data (e-mail address) | | | | |
| Address details | | | | |
| Financial data (amount, bank account number) | | | | |
| Info for the preparation and delivery of tax certificates (date of donation) | | | | |

8 How do we obtain this personal data?

The personal data that Ghent University Hospital processes in relation to donors is obtained directly from the data subject, unless the data subject is unable to communicate this data.

9 Transfer of your data to a country outside the European Economic Area (EEA)

This data will not be transferred to any country outside the E.E.R.

10 Entry into force and changes to the privacy statement

This privacy policy will enter into force on 27 November 2023.

Ghent University Hospital reserves the right to change its privacy policy at any time.

Changes will be made by the Executive Committee of Ghent University Hospital.

The changes will be communicated on the website of Ghent University Hospital, and reference will be made to the relevant articles where such changes occur.

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