**IBTS Privacy Policy version 2**

**Overview**

The IBTS is the statutory body with responsibility for the national blood supply. It was established by Statutory Instrument in 1965. The IBTS also provides testing and tissue services to hospitals and is responsible for the Irish Unrelated Bone Marrow Registry.

The IBTS is committed to ensuring that the personal data it collects and processes in the course of performing its functions, is managed appropriately and securely at all times. To this end the IBTS complies with the Data Protection Act 2018 and the General Data Protection Regulation 679/2016 (GDPR).

In line with the principle of transparency as set out in the GDPR, our donors have a right to be informed about the collection and use of their personal data. This privacy policy provides details about

1. What data is collected by the IBTS
2. The purpose for collecting the data
3. How this data is processed
4. Who it is shared with where applicable
5. How long it is retained for

It also provides information for donors about their rights and how to exercise those rights.

**What data is collected?**

The IBTS collects and processes the following categories of information about its donors

* Demographic information
* Contact information
* Photo ID

And the following sensitive categories of information

* Medical health information ( including test results)
* Information in relation to sexual life
* Whether the donor has ever committed an offence

For further details about the information we collect when you come to donate please refer to our pre donation questionnaire.

Where the donor has joined the International Unrelated Bone Marrow Donor Registry (IUBMR) or our platelet panel we also collect and process

* Genetic information

**How we use your information**

The IBTS only collects and processes the donor personal information required to perform its statutory functions. That is to

* Assess donors eligibility to donate
* Communicate with its donors about opportunities to donate and about their donations
* Ensure the health and safety of its donors
* Provide safe and suitable blood and tissue products to patients
* Ensure the traceability of all donations from donor to patient in line with legal requirements
* The IBTS also uses anonymised donor data for research purposes.

**Photo ID**

Photo ID is requested when you attend a donation clinic to confirm donor identity. The IBTS does not retain a copy of this ID we only request sight of it (note). Photo ID will also be requested should you wish to exercise your Data Subjects rights when making an access request for example, in this case given the data subject is generally not present when making the request the IBTS asks for a copy of your Photo ID for the purposes of verifying your identity when the request is made. The ID copy is not retained by the IBTS once your identity has been confirmed, it is securely destroyed.

**Sexual Life**

The IBTS does not request, collect or retain information from donors regarding their sexual orientation, nor do they infer sexual orientation from the sexual life information requested and processed. The IBTS is concerned only with activities that could present a risk to patients.

**Legal basis for collecting and processing data**

The IBTS collects and processes donor information in the course of its activities in order to comply with its legal obligations under –

* SI 78/65: The Blood Transfusion Service Board (Establishment) Order, 1965
* SI 360/05: European Communities (Quality and Safety of Human Blood and Blood Components) Regulations 2005
* SI 158/06: European Communities (Quality and Safety of Human Tissues and Cells) Regulations 2006

And the associated EU Directives

* Directive 2002/98/EC: ~ “Setting the standards of quality and safety for the collection, testing, processing, storage and distribution of human blood and blood components and amending Directive 2001/83/EC”.
* Directive 2004/23/EC ~ “Setting standards of quality and safety for the donation, procurement, testing, processing, preservation, storage and distribution of human tissues and cells”

The information we collect and process is required to ensure the safety of both our donors and the patients who receive our blood and tissue products.

**Consent**

There are a number of situations in which the IBTS will also explicitly ask for a donors consent in order to process their information including:

* To contact the donors GP for information relating to their suitability to donate
* To send text messages or emails in relation to upcoming clinics and the donors donations
* Specific separate consent is also collected to join our IUBMR and platelet programmes.

**How we collect your data**

The IBTS collects data from the donor themselves at our donation clinics in the first instance, and also from emails donors might send us via our website, or when a donor calls our donor line. In some cases, such as when assessing eligibility to donate, we may also ask for information from the donors GP.

The IBTS may also receive information about a donor from a third party in some instances. In order to ensure product safety the IBTS is obliged to take all information offered seriously. Where this occurs the IBTS will contact the donor in question to discuss the information received so that they can confirm/correct the information as required and assess any implications of the information received.

**Where we process your data**

The IBTS securely stores and processes donor information primarily at the National Blood Centre, James’s Street, Dublin 8. Information is also securely stored and processed at its regional centre in Cork and at its blood collection team centres in D’Olier Street and Stillorgan in Dublin, and Ardee, Carlow, Tuam and Limerick.

In some cases for specific tasks the IBTS engages other companies (as processors) and shares donor information with them. Please see ‘who we share your data with’ for more details.

**Who we share your data with**

There are certain circumstances in which the IBTS may share your data with another company or organisation as follows:

Mandatory reporting

The IBTS is legally obliged to report to other health and government bodies in certain cases. In the case of a confirmed positive test for HIV, Hepatitis B, Hepatitis C, Hepatitis E or Syphilis we are legally bound to inform the Public Health Service of your name, address and the results of your blood tests.   The IBTS is legally obliged to provide donor information to the State claims Agency as our insurer, in the case of any incident which relates to donor safety that could result in a legal action being taken.

Third Parties

The IBTS uses the services of third parties in some instances to provide a service or complete a task on its behalf. The IBTS shares some donor information with these third parties as follows:

1. Marketing

The IBTS uses the services of marketing agencies and shares demographic information including name, location, age and gender, and number of donations if relevant with them in order to tailor our marketing activities.

1. Testing

In some cases the IBTS requires additional testing to be performed on donor samples and engages the services of a number of reference laboratories in Ireland and the UK to perform this testing. The IBTS shares name and date of birth along with your blood sample to these laboratories in order to have the testing performed.

1. Samples

The IBTS stores an ‘archive’ sample from each of your blood donations; these samples are frozen and stored in a facility in the UK. The samples are labelled with your donation number only, not with any personally identifiable information.

Where the IBTS shares your data for the purposes of performing any of these services, it has appropriate agreements in place with the third parties to ensure that your information is safely and securely managed.

Transfers outside of the EEA (European Economic Area)

Where the IBTS requires additional testing to be performed on donor samples in some instances it uses the services of reference laboratories in the UK. Where this is the case the IBTS is required to share the donors name and date of birth along with the sample which is sent to the reference laboratory. The UK is no longer a member of the EU and therefore this is a transfer of donor personal data outside of the EEA. The IBTS has appropriate agreements and safeguards in place with these laboratories to ensure that your information is safely and securely managed.

With your consent

Where applicable, the IBTS may share your donation and associated medical records with your GP, hospital consultant, other healthcare professional, other blood transfusion service, or legal representative with your explicit consent.

**How long do we keep your data?**

The IBTS is legally obliged to retain all information required to ensure the traceability of donations from donor to patient for a period of not less than 30 years. This includes demographic information, information in relation to your eligibility to donate and all medical and testing information. The relevant legislation is as follows:

* SI 360/05: European Communities (Quality and Safety of Human Blood and Blood Components) Regulations 2005
* SI 158/06: European Communities (Quality and Safety of Human Tissues and Cells) Regulations 2006

And the associated EU Directives

* Directive 2002/98/EC: ~ “Setting the standards of quality and safety for the collection, testing, processing, storage and distribution of human blood and blood components and amending Directive 2001/83/EC”.
* Directive 2004/23/EC ~ “Setting standards of quality and safety for the donation, procurement, testing, processing, preservation, storage and distribution of human tissues and cells”

**How we communicate with you**

The IBTS communicates with its donors in a number of different ways. This section explains how, why and when we will contact you.

Texting

Texting is the primary method of contact we use to communicate with donors – by consenting to receive texts; we can then keep you informed about upcoming clinics and any eligibility changes. You will receive the following texts:

|  |  |  |
| --- | --- | --- |
| **What?** | **When? (all approx. dates)** | **Why?** |
| Date for your diary text | 7 days before the clinic in your area | To advise you of the next clinic in your area |
| Clinic reminder text | On day 1 (of 1&2 day clinics)On day 1&3 of (3&4 day clinics) | To send you a reminder on the days that clinics are taking place. |
| Blood group specific texts | On the day of clinics | To ask donors of certain blood groups, where stocks are low, to make a special effort to attend the clinic. |
| Appointment reminder texts | 3 days before your appointment  The day before your appointment | To allow you to reschedule your appointment if the date/time no longer suits and allow us to fill that appointment slot with another donorTo allow you to plan your attendance the following day. |
| Thank you text | The next working day after you attend | To thank you for taking the time and effort to attend our clinic, even if you did not get to donate. |
| Donation Issued text | The day after the blood product, made from your donation, is issued to a hospital | To inform you that the time and effort you took to donate was worth it, and your donation is helping provide a life-saving gift to a patient in need. |

Phone Calls

Some donors may be contacted where there is an urgent need for their specific blood group or type:

|  |  |  |
| --- | --- | --- |
| **What?** | **When?** | **Why?** |
| Neonatal Phone Call(for donors whose blood is specifically suitable for very young babies) | Just prior to your next clinic | Neonatal Donations have a use by date of only 5 days. We ring neonatal donors to attend our clinics on Mondays, Thursdays, Fridays and Sundays to ensure that we can provide a continuous supply of neonatal units to our Maternity Hospitals. |
| Intra-uterine Transfusion (IUT) Phone Call | Just prior to the blood being needed to be transfused to the baby in the womb | In certain cases where there are complications in a pregnancy it is necessary to provide a transfusion for the baby in the womb. For that reason the donation must be as closely matched to the mother/baby as possible and means that only a small number of donors may match the required criteria. |
| Crossmatch Phone Call | Just prior to the blood being needed by a specific patient | This is where we have an order to provide blood that is crossmatched for a specific patient. In these cases there are only a limited number of donors that match the required criteria. |
| Specific blood group calls  | Just prior to your next clinic | In case of shortages of specific blood groups, we may contact some blood group specific donors asking to attend upcoming clinics |
| Returning phone calls / voicemails | After receiving and missing a phone call from donors | To return donor missed calls or voicemails  |

Post and Digital Communications

|  |  |  |
| --- | --- | --- |
| **What?** | **When?** | **Why?** |
| Post | Infrequently to send promotional mail about blood donation and correspondence re medical matters | To provide you with up-to-date information on blood donation and to communicate with you following a clinic visit. |
| Email | Infrequently to respond to donor queries, communicate about research projects and keep donors up-to-date about upcoming clinics, and new developments | To answer your queries, ask for your input in research projects and send you an ezine |
| Contact us | This is initiated by donors and via contactus@ibts.ie on our website or via our Donor Information Line 1850 731137 | To facilitate donors asking general questions about blood donation or specific questions about their eligibility to donate or provide feedback/comments on their blood donation experience or suggestions on how we can improve our service to donors. |
| Social media | Social media platforms are monitored and updated Monday to Friday | To communicate with donors via Facebook and Twitter, sharing inspirational stories about donors and patients and general information on blood donation. |

**Your rights**

Under the GDPR individuals have a number of specific rights. These rights are outlined below, not all rights apply in the context of the IBTS and the donor data it processes, additionally some of the rights may be restricted by other legal requirements. Where this is the case it is specified.

**Access to your personal Data and the right to rectify**

Donors have a right to

* Know what information the IBTS is processing in relation to them
* Request a copy of their personal information which is being processed
* Request that any of their personal information which is incorrect be corrected

In order to exercise these rights please send a written request to:

IBTS Data Protection Officer

Irish Blood Transfusion Service

National Blood Centre

James’s Street

Dublin 8

dpo@ibts.ie

This request must be signed and accompanied by proof of identification, the IBTS cannot progress such requests until the identity of the requestor is confirmed. The IBTS will process your data access request within 30 days.

Where necessary and subject to confirmation of identity, the IBTS will accept a verbal request from individuals with specific needs.

**Right to erasure**

Under GDPR, individuals have a right to erasure or ‘right to be forgotten’. This means that individuals have a right to have their personal data removed if they no longer wish for it to be processed. Additionally individuals have a right to request the restriction or suppression of their personal data. These are not absolute rights however.

The IBTS applies the general principle in line with GDPR that personal data should be kept for no longer than is necessary for the purpose(s) for which it was collected. The IBTS has a number of legal obligations in terms of the data and records it retains which supersede the right to be forgotten however; please see ‘how long do we keep your data?’ for more information.

**Right to object and restriction of processing**

Individuals have a right to object to the processing of their data and to restrict processing of their data in certain circumstances, where:

* The accuracy of the data is being contested and you request it to be restricted while we verify its accuracy
* The processing of your data is unlawful
* The IBTS no longer needs the data for processing but you require it to be kept for the establishment, exercise or defence of a legal claim
* You are objecting to the legal basis for the processing of your data, in which case the processing may be restricted until the legal basis is verified.

Individuals also have an absolute right to object to processing of their data for marketing purposes.

**Consent**

GDPR gives individuals the right to withdraw their consent for the processing of their data at any time. Where the IBTS relies on your consent as its basis for processing your data you have the right to withdraw this consent. This will not affect the processing that has taken place up to that point.

**Data Portability**

Under GDPR individuals have a right to data portability; in principle this means that the individual can transmit their data from one organisation to another. This is not an absolute right however and only applies to automated data which may have been provided to the IBTS by a donor and processed with their consent.

**Objecting to automated decision making and profiling**

The GDPR gives individuals the right to object to automated individual decision making ( i.e. making a decision solely by automated means without any human involvement) and profiling ( i.e. automated processing of personal data to evaluate certain things about an individual). The IBTS does not make any decisions about donors using wholly automated means.

**Contact Us**

Please send any comments or questions relating to this privacy policy to the address below, or by email to dpo@ibts.ie

IBTS Data Protection Officer

Irish Blood Transfusion Service

National Blood Centre

James’s Street

Dublin 8

**Complaints**

If you have a concern of a complaint about the use of your personal data please contact our DPO at the contact details provided so that we have an opportunity to address your concern. You also have the right to contact the Office of the Data Protection Commissioner ( www.dataprotection.ie) to make a complaint.

**IBTS Website**

The IBTS does not collect any personal data about you on this website apart from information which you volunteer (for example by emailing us or by using our online contact forms).

Any information which you provide in this way will only be used for the purpose for which you provided it.

**Cookies**

Cookies are small text files sent from a website to the hard drive of a user's computer to store bits of information related to that user. Cookies commonly store information such as IP addresses, navigational data, server information, and user preferences. Generally speaking, cookies do not contain personal information from which you can be identified, unless you have furnished such information to the website.

#### Where the Cookies come from

|  |  |
| --- | --- |
| **First Party Cookies** | These cookies are provided by us and used by various features on our Website. Examples may include customising a visitor's visit, providing statistical information, and verifying a visitor's identity for security purposes. |
| **Third Party Cookies** | These cookies are provided by ‘Third Party’ vendors who provide products and features we have integrated into our Website. Examples include social media sites, ad networks, and security systems. |

How long Cookies last

|  |  |
| --- | --- |
| **Session Cookies** | These cookies are added when a visitor starts to browse our Website or interacts with a specific feature and are deleted when the browser is closed. |
| **Persistent Cookies** | These cookies are added when a visitor starts to browse our Website or interacts with a specific feature, but may remain stored on your Device until a certain termination date is reached (in terms of minutes, days or years from the creation/update of the cookie).  |

Google Analytics

It also uses Google Analytics cookies to track user behaviour on the website for statistical purposes. The cookies collect information in an anonymous form about the number of visitors to the site, where visitors have come to the site from, how long they spend on the site, the pages they visited, what browser the site has been accessed via and the ip address of visitors’ web servers. In addition to these, the website uses Google Custom Search to provide the site's search functionality. Google may set cookies when you use the search function. You can find Google's privacy policy here.

Enabling/Disabling Cookies

Most browsers automatically accept cookies. You have the ability to accept or decline cookies or request that you be warned when a website is trying to install a cookie. This can be done by modifying the settings in your browser. Visitors can use this website with no loss of functionality if cookies are disabled from the web browser.

For information about how to opt out of being tracked by Google Analytics across all websites see here.

The IBTS will make no attempt to identify individual visitors, or to associate the technical details listed above with any individual. It is the policy of the IBTS never to disclose such technical information in respect of individual website visitors to any third party, unless obliged to disclose such information by a rule of law. The technical information will be used only by the IBTS and only for statistical and other administrative purposes.

Cookies Used on the IBTS website

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Cookie Type** | **Name** | **Purpose** | **Expiration** | **Who Provides the Cookie?** | **Opt Out Link** |
| Internal | ASP.NET\_SessionId | This cookie is created when a user connects to an ASP.NET application and will expire when the user closes their browser. This cookie is essential for use of forms on our site to store the session id of the user’s current session.  | Session | Giveblood.ie | N/A |
| Internal | accept\_cookies   | This cookie is created when the user agrees to allow cookies | 6 Months | Giveblood.ie | N/A |
| Third Party | IDE | Used by DoubleClick.net company for advertising via YouTube embedded videos | 1 year | Giveblood.ie | N/A |
| Third Party | \_ga | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | 2 Years | Google | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | \_gat | Used by Google Analytics throttle request rate. | Session | Google | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | \_gid | Registers a unique ID that is used to generate statistical data on how the visitor uses the website. | Session | Google | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | \_\_utma | Google Analytics: makes it possible to record visits and visitors. | 2 years | Google  | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | \_\_utmt | Used to throttle request rate. | 10 Minutes | Google  | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | \_\_utmc | In connection with \_\_utmb it is used to establish whether there has been a recent or new visit.  | Session | Google  | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | \_\_utmz | Google Analytics: establishes the source / campaign of the visitor.  | 6 months | Google  | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | \_\_utmb |  Google Analytics: is used to identify new visits. | 30 minutes | Google  | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | 1P\_JAR | These cookies are set via embedded Youtube videos. They register anonymous statistical data. | 1 month | Google | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | APISID | Set via embedded YouTube Videos. They register anonymous statistical data e.g. how many times the video is displayed. | 2 Years | Google | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | CONSENT | Used to hold Google account data, should the browser be authenticated with a Google Account | 20 Years | Google | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | HSID | Used by Google to store user preferences and information of Google maps | Session | Google | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | NID | It stores the preferences and information of users each time they visit web pages containing a Google service | 6 Months | Google | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | SAPISID | Cookie’s that enable Google to collect user information for videos hosted by YouTube | 2 Years | Google | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | SID | Cookie’s that enable Google to collect user information for videos hosted by YouTube | 2 Years | Google | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | SIDCC | Cookie’s that enable Google to collect user information for videos hosted by YouTube | 3 Months | Google | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | SSID | Cookie’s that enable Google to collect user information for videos hosted by YouTube | 2 Years | Google | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | VISITOR\_INFO1\_LIVE | Tries to estimate the users' bandwidth on pages with integrated YouTube videos. | 179 days | Google | <https://tools.google.com/dlpage/gaoptout> |
| Third Party | YSC | Registers a unique ID to keep statistics of what videos from Youtube the user has seen | Session | Youtube | N/A |
| Third Party | GPS | Registers a unique ID on mobile devices to enable tracking based on geographical GPS location. | Session | Youtube | N/A |
| Third Party | PREF | Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites. | 8 Months | Youtube | N/A |
| Third Party | \_qca | This cookie track information about how the Vimeo Service is being used. | 2 Years | Vimeo | https://vimeo.com/cookie\_policy |
| Third Party | vuid | Analytics unique id | 2 Years | Vimeo | https://vimeo.com/cookie\_policy |
| Third Party | continuous\_play\_v3 | Used to keep track of whether continuous play is on or not for a user | 320 days | Vimeo | https://vimeo.com/cookie\_policy |
| Third Party | \_ssid | This cookies track information about how the Vimeo Service is being used. | 2 Years | Vimeo | https://vimeo.com/cookie\_policy |
| Third Party | \_abexps | This cookies track information about how the Vimeo Service is being used. | 1 Year | Vimeo | https://vimeo.com/cookie\_policy |
| Third Party | Ceg.s | This cookies track information about how the Vimeo Service is being used. | 3 Months | Vimeo | https://vimeo.com/cookie\_policy |
| Third Party | \_ga | This cookies track information about how the Vimeo Service is being used. | 1 Year | Vimeo | https://vimeo.com/cookie\_policy |
| Third Party | \_gid | This cookies track information about how the Vimeo Service is being used. | 1 Day | Vimeo | https://vimeo.com/cookie\_policy |
| Third Party | \_uetsid | This cookies track information about how the Vimeo Service is being used. | 1 Hour | Vimeo | https://vimeo.com/cookie\_policy |

**Changes to this privacy statement**

Any changes to this privacy policy will be posted on this website so that you are always aware of what information we collect, how we collect it, how we use it and under what circumstances, if any, we share it.

[Date of last update]