

Glossary of Terms

- **Accessible**

Easy for everyone to understand, use, or take part in.

- **Consent**

Permission to do something or use someone's information.

- **Campaigns**

Organised activities with specific goals, often to promote or raise awareness.

- **Data**

Information collected from or about a person.

Types of data we may collect or use:

- **Audio Footage**

Recorded sound, like voices or music.

- **Blog**

A website for publishing articles or updates.

- **Content**

A material, like text, images or videos, used to share information.

- **Database of Materials**

A collection of organised information that can be accessed.

- **Digital Asset Management Site**

A website or system to store and organise digital files, like images or videos.

- **Date of Birth**

The day, month, and year a person was born.

- **Health Information**

Personal details about someone's physical or mental health.

- **Image**

A photograph that shows a person.

- **Name**

A person's first and/or last name.

- **Quote**

The exact words someone said or wrote, repeated by someone else.

- **Video Footage**

Recorded video of someone.

- **Identify**

To recognise or confirm who someone is.

- **Marketing**

Promoting products, services, or ideas to attract interest.

- **Fundraising**

Activities to raise money for a cause or project.

- **Recruitment**

Finding and hiring people for jobs.

- **Programmes**

Organised activities or projects with specific goals.

- **Services**

Leonard Cheshire's residential, supported living, and day services.

- **Training Materials**

Resources to help people learn new skills.

- **PECR**

UK rules on privacy for electronic communications.

- **Published**

Made available to the public, online or in print.

- **Public Domain**

Information that anyone can use without asking.

- **Privacy Notice**

A document explaining how an organisation collects, uses, and protects personal information.

- **Recalled**

Taken back or removed, often for safety or legal reasons.

- **Restrictions**

Limits on how something can be used or shared.

- **Revoke**

To cancel or take back permission or access.

- **Third Party**

A person or group separate from Leonard Cheshire.

- **Partners**

People or organisations working with Leonard Cheshire on a project or goal.

- **UK GDPR**

UK laws that protect personal information.

- **Website**

A group of connected web pages, usually about a specific topic or organisation.