

PRIVACY POLICY

June 2023

1. OUR COMMITMENT TO YOUR PRIVACY

We are committed to keeping the personal details of our members and supporters safe. This policy explains how and why we use your personal data, to ensure that you remain informed and in control of your information.

Any references to Suffolk Wildlife Trust, the Trust, or to 'we' or 'us' refer to:

- **Suffolk Wildlife Trust. We are a registered charity in England and Wales, and our registered charity number is 262777.**
- **SWT Trading Limited, our charitable trading company, registered company number 2221844. The company is a wholly owned subsidiary of Suffolk Wildlife Trust, which trades only to raise funds for our charitable organisation.**

We use three key definitions to describe people mentioned in this policy. These are definitions used by the Information Commissioner's Office (ICO), the UK's independent body set up to uphold information rights (www.ico.org.uk)

- 'Data subject': this is you, one of our valued members and supporters. As the data subject, we respect your right to control your data.**
- 'Data controller': this is us, Suffolk Wildlife Trust. With your permission, we determine why and how your personal data is used (as outlined in this policy).**
- 'Data processor': this is a person, or organisation, who processes your data on our behalf, with your permission. For example, this might be the mailing house we use to co-ordinate our membership magazine mailings.**

When we work with other organisations or individuals in this way, we always set up a written contract with them to protect your data. The third parties we work with at no point 'own' your data, so you will never hear from them independently and they will always delete your data from their systems when they have completed the task in hand. We always send your data to partner organisations securely, to minimise the risk of it being intercepted by unknown individuals and/or organisations.

We will never sell your personal data and never have done.

Should you wish to find out more about the information we hold about you, or about our privacy policy, please contact us:

Membership Manager
Telephone: 01473 890089
Email: membership@suffolkwildlifetrust.org

Suffolk Wildlife Trust, Brooke House, The Green, Ashbocking. IP6 9JY

Our office hours are Monday – Friday, 9am – 5.30pm.

2. WHY DO WE COLLECT YOUR PERSONAL DATA?

We use your personal data to keep in touch with you.

We will only ever collect, store and use your personal data when we have an identified purpose and reason to do so. The ICO refers to this as a ‘lawful basis’.

Further information about why we collect your personal data is outlined below:

a) TO ADMINISTER YOUR SUFFOLK WILDLIFE TRUST MEMBERSHIP.

We collect your personal data to administer your membership, which may involve:

- **Sending you your membership welcome pack when you first join us**
- **Processing your Direct Debit subscription payments, if you have set this donation process up with us**
- **Sending you your membership renewal letter**
- **Getting in touch should there ever be any issues processing your subscription payment**

The ICO define the lawful basis for processing your data for these purposes as ‘contractual’.

b) TO SEND YOU ITEMS PURCHASED FROM OUR ONLINE SHOP, INCLUDING EVENT BOOKINGS, OR OUR RESERVES

We collect your personal data to:

- **send you items you have purchased from our online shop**
- **send you information about events you have booked onto**
- **deliver goods you have purchased from our reserves eg firewood, woodchip**

The ICO define the lawful basis for processing your data for these purposes as ‘contractual’.

c) TO SEND YOU INFORMATION ABOUT OUR WORK AND ASK FOR YOUR OPINION

We also collect your personal data so that we can send you information about our work that we believe will be of interest to you.

This includes your membership welcome pack, membership magazine, fundraising appeals, events, campaigning opportunities, membership, services, products, newsletter requests, feedback, competitions and other activities, as well as information about other carefully selected organisations that we work in partnership with, such as Vine House Farm’s bird seed catalogue. From time to time, we may also use your personal data to ask for your opinion about our work.

This information is in addition to that outlined in sections a) and b) and is defined as ‘direct marketing’ by the ICO.

We also use your data to analyse and refine our campaigning, advertising and other operations to increase our effectiveness and allow us to refine our audiences to make sure the ads you’re seeing are relevant to you, this process could include uploading data to various advertising platforms that Suffolk Wildlife Trust uses. We may use your data when using social media advertising platform advertising tools, to further ensure that our advertising campaigns are as effective as possible, by

making sure both our budget is used effectively and the ads that you see are relevant to you. This means we can target based on specific characteristics and interests. We collect the data from campaigns, adverts, posts and interactions with our website and social platforms.

i) Adult and Family membership

If you are an 'Adult' or a 'Family' member of our Wildlife Trust, including 'Benefactor' or 'Life' members, we will address communications to all those listed on your membership. If you wish to update this at any point, please let us know.

ii) Gift membership

If your Wildlife Trust membership was purchased as a gift, we will use the address provided by the purchaser to send you information about our work in the post. This will include a 'renewal letter', which we will send you when your membership is due to expire, to see if you would like to continue supporting our charity.

iii) When your membership has ended

Unless we hear from you directly, we will continue to send you information about our work for up to 6 months after your membership has ended. This is just in case your support was cancelled accidentally, by for example changing your bank account details, and you wish to update your details with us.

Your personal data also helps us to get to know you better and to develop a 'profile' of you on our secure supporter database. This 'profile' enables us to send you the information listed above in a timely and relevant way, to suit you. For example, keeping track of the donations you make to our organisation helps us to send you information about fundraising appeals that we believe you would like to hear about. Likewise, keeping a record of your wildlife interests that you may tell us about in one of our Membership Surveys, helps us to send you relevant project updates.

As defined by the ICO, we use two different lawful bases for processing your data for 'direct marketing' purposes:

2) Legitimate interest

This is where we have identified a genuine and legitimate reason for contacting you, which crucially does not override your rights or interests

We use legitimate interest to send you the information listed above by **post** or **telephone** (if you *are not* registered with the [Telephone Preference Service](#), and you have given us your telephone number).

3) Opt-in consent

This is where you have given us express permission to contact you by particular communication channels.

We use opt-in consent to send you the information listed above by **email**, **text message** (SMS) or **telephone** (if you *are* registered with the [Telephone Preference Service](#))

We respect your right to update the way we get in touch with you about our work at any time.

d) TO ENABLE YOU TO VOLUNTEER WITH US

If you are a Suffolk Wildlife Trust volunteer, we collect your personal data so that we can keep in touch with you about, for example:

- **changes to planned volunteer work programmes that you may be taking part in**
- **the positive impact you have on our work, by sending you our volunteer newsletter**

- **dedicated volunteer thank-you events**

Most importantly, we collect your personal data so that in an emergency, we are able to contact your next of kin.

We also record formal training you have completed, relevant to your volunteer role with Suffolk Wildlife Trust (eg first aid, brushcutter, chainsaw)

As defined by the ICO, the lawful basis for processing your data for these purposes is 'contractual' (where administering your volunteer record) and 'legitimate interest' (when sending you information about our work).

3. WHAT KIND OF PERSONAL DATA DO WE COLLECT? HOW DO WE COLLECT IT?

a) BASIC INFORMATION

We will usually collect basic information about you, including your name, postal address, telephone number, email address and your bank details if you are supporting us financially.

Most of the time, we collect this data from you directly. Sometimes this is in person; other times, it is over the telephone, in writing or through an email. Occasionally (eg if a handwritten number is unclear on a form) we obtain information, such as your telephone number, postcode or other contact details, from external sources (*only where you have given permission for such information to be shared*).

b) GETTING TO KNOW YOU BETTER

- i) **We collect information about you, that you have told us, that helps us to get to know you better. This may include:**

- **information about your wildlife interests, which you tell us through our Membership Surveys**
- **records of donations you've made towards fundraising appeals**
- **your intention to remember Suffolk Wildlife Trust in your Will**
- **your preferences of how you would like us to contact you**
- **ways you've helped us through volunteering your time**
- **records of events you've attended, or campaigns or activities that you've been involved in**

Sometimes we will collect other information about you such as your date of birth. When we do so, we will be very clear as to why we are collecting such information, and we will only do so with your specific consent and permission.

We may also collect demographic and consumption data about our membership as a whole, through geodemographic tools (such as CACI Acorn). This helps us target our fundraising, communications and membership efforts and does not provide information on individuals.

- ii) **Other ways in which we collect personal data to get to know you better:**

Our website uses 'cookies' to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites.

Our cookies help us:

- **Make our website work as you'd expect**
- **Remember your settings during and between visits**

- **Improve the speed/security of the site**
- **Allow you to share pages with social networks like Facebook**
- **Continuously improve our website for you**

For more information on our Cookies Policy, please *see annex 1*.

We also use data such as email for tracking purposes. Hashed data is used to create targeted advertising for our fundraising and campaigning activities on social media and web platforms. Hashing means that data such as email addresses are turned into unreadable codes for security and privacy during data transfer. We delete the hashed data after a short period of time and it's not used for any other purpose. This helps us reach and inspire new people to take meaningful action for nature and to create an inclusive society where nature matters. It's both cost-effective and helps us grow support for wildlife.

c) SENSITIVE PERSONAL DATA

We do not normally collect or store sensitive personal data (such as information relating to health) about supporters and members. However, there are some situations where this will occur, for example where a member has told us they are a wheelchair user and to only send invitations to reserve events that are suitable.

When we do so, we will be very clear as to why we are collecting such information, and we will only do so with your specific consent and permission. In these situations, we collect the data from you directly.

If you are a volunteer then we may collect extra information about you, for example:

- **references**
- **criminal records bureau checks**
- **details of emergency contacts**
- **medical conditions**

We may also collect sensitive personal data if you have an accident on one of our reserves. This information will be retained for legal reasons, for safeguarding purposes and to protect us (including in the event of an insurance or legal claim). If this does occur, we will take extra care to ensure your privacy rights are protected.

d) CHILDREN AND YOUNG PEOPLE

In line with data protection law, we will not collect, store or process your personal details if you are under 13 years of age; unless we have the express permission from your parent or guardian to do so.

If we have the permission of your parent or guardian, we will capture your date of birth at the point of joining Suffolk Wildlife Trust, as part of a family membership. This is so that we can send you information that we feel is suitable to your age.

If we have the permission of your parent or guardian, and you are one of our young volunteers (eg Young Wardens, Young Naturalists), we will capture your date of birth at the point of joining, together with your contact details. This is so that we can send you information about the activities you are involved in.

For further information, please see our **Safeguarding Policy** and our **Digital Communications with Young People Policy**.

4. HOW DO WE STORE YOUR DATA?

a) SECURITY

All of the personal data we process is processed by our staff in the UK and all our IT systems are hosted and maintained within the European Economic Area (EEA). This is done in accordance with guidance issued by the Information Commissioner's Office.

Electronic data and databases are stored on secure computer systems and we control who has access to information (using both physical and electronic means). Our staff receive data protection training and we have a set of detailed data protection procedures which personnel are required to follow when handling personal data.

For further information, please see our IT Security and Acceptable Usage Policy.

b) PAYMENT SECURITY

Suffolk Wildlife Trust complies with the payment card industry data security standard (PCI-DSS) published by the PCI Security Standards Council and will never store card details.

All electronic Suffolk Wildlife Trust forms that request financial data are made through secure payment gateways eg PayPal and Stripe. We do not process any financial information directly through our website. Of course, we cannot guarantee the security of your home computer or the internet, and any online communications (e.g. information provided by email or our website) are at the user's own risk.

If you use a credit card to donate or purchase a membership or goods by telephone, post or in-person at one of our centres or events, we will process your credit card details securely through our payment provider Barclaycard and complete an annual PCI-DSS compliance through them.

c) CCTV

Some of our premises have CCTV and you may be recorded when you visit them. CCTV is there to help provide security. CCTV will only be viewed when necessary (e.g. to detect or prevent crime) and footage is only stored temporarily. Unless it is flagged for review CCTV will be recorded over.

Suffolk Wildlife Trust complies with the Information Commissioner's Office CCTV Code of Practice, and we put up notices, so you know when CCTV is in use.

d) DATA RETENTION

We will only use and store information for as long as it required for the purposes it was collected for. We continually review the information we hold and delete what is no longer required.

5. YOUR RIGHTS

We respect your right to control your data. Your rights include:

a) THE RIGHT TO BE INFORMED

This privacy notice outlines how we capture, store and use your data. If you have any questions about any elements of this policy, please contact us.

b) THE RIGHT OF ACCESS

If you wish to obtain a record of the personal data we hold about you, through a [Subject Access Request](#), we will respond within one month.

c) THE RIGHT TO RECTIFICATION

If we have captured information about you that is inaccurate or incomplete, we will update it.

d) THE RIGHT TO ERASE

You can ask us to remove or randomise your personal details from our records.

e) THE RIGHT TO RESTRICT PROCESSING

You can ask us to stop using your personal data.

f) THE RIGHT TO DATA PORTABILITY

You can ask to obtain your personal data from us for your own purposes.

g) THE RIGHT TO OBJECT

You can ask to be excluded from marketing activity.

For more information on your individual rights, please see the [Information Commissioner's Office](#).

6. MAKING A COMPLAINT

Suffolk Wildlife Trust wants to exceed your expectations in everything we do. However, we know that there may be times when we do not meet our own high standards. When this happens, we want to hear about it, in order to deal with the situation as quickly as possible and put measures in place to stop it happening again.

We take complaints very seriously and we treat them as an opportunity to develop our approach. This is why we are always grateful to hear from people who are willing to take the time to help us improve.

Should you wish to make a complaint, please contact our main office and our receptionists will direct you to the team manager who is most able to help you.

Telephone: 01473 890089

Email: TeamWilder@suffolkwildlifetrust.org

Suffolk Wildlife Trust, Brooke House, The Green, Ashbocking. IP6 9JY

Our office hours are Monday – Friday, 9am – 5.30pm.

a) OUR POLICY IS:

- To provide a fair complaints procedure that is clear and easy to use for anyone wishing to make a complaint.
- To publicise the existence of our complaints procedure so that people know how to contact us to make a complaint.
- To make sure everyone in our organisation knows what to do if a complaint is received.
- To make sure all complaints are investigated fairly and in a timely way.
- To make sure that complaints are, wherever possible, resolved and that relationships are repaired.
- To learn from complaints and feedback to help us to improve what we do.

For further information, please refer to our **Complaints policy**.

b) CONFIDENTIALITY

All complaint information will be handled sensitively, in line with data protection requirements.

c) RESPONSIBILITY

Overall responsibility for this policy and its implementation lies with Suffolk Wildlife Trust's Board of Trustees.

INFORMATION COMMISSIONER'S OFFICE

For further assistance with complaints regarding your data, please contact the Information Commissioner's Office, whose remit covers the UK.

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

SK9 5AF

Telephone: 0303 123 1113

Email: casework@ico.org.uk

7. LEAVING OUR WEBSITE

We are not responsible for the privacy practices or the content of any other websites linked to our website. If you have followed a link from this website to another website you may be supplying information to a third party.

8. PLEASE GET IN TOUCH IF YOU HAVE ANY QUESTIONS

Should you wish to find out more about the information we hold about you, or about our privacy policy, please contact us:

Membership Manager

Telephone: 01473 890089

Email: TeamWilder@suffolkwildlifetrust.org

Brooke House, The Green, Ashbocking, Ipswich. IP6 9JY

Our office hours are Monday – Friday, 9am – 5.30pm.

9. REVIEW

Suffolk Wildlife Trust is committed to reviewing its policy and good practice annually or whenever new legislation or practice make it necessary.

Approved by Board of Trustees: March 2021

Author: CEO (Christine Luxton)

Accountable: Board of Trustees

ANNEX 1: COOKIES POLICY

a) OUR USE OF COOKIES

Our website uses cookies, as almost all websites do, to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites.

Our cookies help us:

- Make our website work as you'd expect
- Remember your settings during and between visits
- Improve the speed/security of the site
- Allow you to share pages with social networks like Facebook
- Continuously improve our website for you

We do NOT use cookies to:

- Collect any personally identifiable information (without your express permission)
- Collect any sensitive information (without your express permission)
- Pass personally identifiable data to third parties
- Pay sales commissions
- You can learn more about all the cookies we use below

There are two types of cookie you may encounter when using this site:

- **First party cookies:** these are our own cookies, controlled by us and used to provide information about usage of our site.
- **Third party cookies:** these are cookies found in other companies' internet tools which we are using to enhance our site.

b) FIRST PARTY COOKIES

This site uses cookies in several places – we've listed each of them below with more details about why we use them and how long they will last.

Cookies set by this website

Name	Purpose	Typical content	Expires
SESSxxxID	Authentication session to prevent having to login multiple times in one browser session. This is only set if you authenticate via the site. This may happen if you purchase items from the shop or make use of our commenting	A unique id that ties the current session to a database settings table	One week
cookieconsent_dismissed	This cookie collects information about whether or not the user has agreed to cookies.	Yes/No	70 years 6 months

c) THIRD PARTY COOKIES

We use a number of suppliers who may also set cookies on their websites' on its behalf. This site does not control the dissemination of these cookies. You should check the third party websites for more information about these.

Provider	Name	Purpose	More info
Google Analytics	<u>_ga</u> <u>_gid</u>	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.	Google Privacy policy
Wufoo	wildlifetrusts40	This is a session ID cookie used identify unique visitors completing forms on our site. If you have your browser set to reject cookies the forms may not work correctly.	wufoo privacy policy
Ecwid	suffolkwildlifetrust.org/shop	When you visit Ecwid.com, Ecwid's servers send a cookie to your computer. Standing alone, cookies do not identify you. They merely recognize your Web browser. Unless you choose to identify yourself to Ecwid, either by responding to a promotional offer, opening an account, or filling out a Web form, you remain anonymous to Ecwid. If you have your browser set to reject cookies the forms may not work correctly.	ecwid privacy policy

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>

ANNEX 2: RELATED SUFFOLK WILDLIFE TRUST POLICIES

- IT Security and Acceptable Usage Policy
- Digital Communications with Young People Policy
- Safeguarding Policy
- Complaints Policy