

ESSEX WILDLIFE TRUST

PRIVACY & COOKIES POLICY

Status of this Document: April 2018

Date for Review: April 2020



1. Who are we?

Essex Wildlife Trust (EWT) is a leading nature conservation charity based in Essex. We are part of the federation of Wildlife Trusts around the UK with 38 in England, 6 in Wales and Trusts in Scotland, Northern Ireland, the Isle of Man and Alderney. Within the context of this policy EWT, 'we' and 'us' means the charity and its associates including Wildlife Fundraising Central Ltd.

We employ over 200 people who work on a wide variety of areas to meet the objectives set out in our Constitution, for example to protect wildlife in Essex and to improve habitats on a landscape scale, to inspire children and adults in Essex about the natural world, to manage our 87 nature reserves, 2 nature parks and 11 visitor centres, to campaign for Marine Protected Areas and to influence government about the importance of the environment.

The complex array of pressures affecting wildlife means our approach varies. Loss of natural habitats, deregulation, major infrastructure projects, a lack of appreciation of nature's value to society, wildlife crime – all threaten our wildlife and wild places and affect our own wellbeing. Essex Wildlife Trusts' key role is our presence on the ground in local communities where we work with a wide range of different people, including landowners, businesses and local fishing industries, to try to achieve change for wildlife. We also often work in partnership with community groups and environmental and social Non-government Organisation whose objectives we share. Where possible we try to build consensus and find pragmatic solutions which achieve the real outcomes for wildlife that we all want to see - nature's recovery in communities across the UK.

2. Our commitment to your privacy

We are committed to keeping the personal information of our members and supporters safe. This policy explains how and why we use your personal information, to ensure that you remain informed and in control of your information. It also set out your rights in relation to our processing of your personal information.

Any references to Essex Wildlife Trust, the Trust, or to 'we' or 'us' refer to:
Essex Wildlife Trust. We are a registered charity in England and Wales, and our registered charity number is 210065. We are also registered as a company in England and Wales under registration number 638666.
Essex Wildlife Sales Limited, our charitable trading company; (registered company number 02548617). The company is a wholly owned subsidiary of

Essex Wildlife Trust, which trades only to raise funds for our charitable organisation.]

3. What do we mean by personal information

Personal information can be anything that identifies and relates to a living person. This can include information that when put together with other information can then identify you. For example, this could be your name and contact details.

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. As the data subject, we respect your right to control your personal information also referred to as personal data.

'Data controller': this is us. 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 a mailing house who sends your membership magazine to you, on our behalf (due to the size of our organisation, it's more cost effective to outsource ad-hoc and large-scale tasks like this).

When we work with other organisations or individuals in this way, we always set up a written contract with them to protect your data. This agreement outlines that any 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.

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

Head of Marketing, Communications and Fundraising
Telephone: 01621 862960
Email: membership@essexwt.org.uk
Abbotts Hall Farm, Great Wigborough, Colchester, CO5 7RZ

Our office hours are Monday – Friday, 9am – 5pm

4. Why do we collect your personal information?

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 refer to this as a 'lawful basis' for processing your personal information. Further information about why we collect your personal data is outlined below.

a) To administer your Essex 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 personal information for these purposes as 'contractual'.

b) To send you items purchased from our online shop, including event bookings

We collect your personal data to send you:

- items you have purchased from our online shop
- information about events you have booked onto

The ICO define the lawful basis for processing your personal information for these purposes as 'contractual'.

c) To send you information about our work

We also collect your personal information so that we can send you information about our work that we feel may be of interest to you. This includes fundraising appeals, events, campaigning opportunities, membership, services, products, newsletter requests, feedback, competitions and other activities, as well as information about other carefully selected organisations with whom we work in partnership with (such as Vine House Farm's bird seed catalogue).

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

Your personal information 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 feel 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 basis for processing your personal information for 'direct marketing' purposes:

i) 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).

ii) 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 Essex Wildlife Trust volunteer, we collect your personal information 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
- contact next of kin in case of an emergency ie for safeguarding reasons

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

4. What kind of personal information 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 personal information from you directly. Sometimes this is in person; other times, it is over the telephone, in writing or through an email. Occasionally we obtain information, such as your telephone number 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

We also collect information about you 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 preferences of regarding 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 and gender. 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.

Once again, most of the time we collect this personal information from you directly. Occasionally we also obtain personal information from external sources. For example, we may check against Royal Mail's National Change of Address database to ensure that the address we have listed for you is up to date. We know moving to a new house can be a busy time and appreciate that you don't always have the chance to send us your new address. By undertaking this exercise, we can update your record without you needing to get in touch.

We may also collect demographic and consumption data generated through geodemographic tools (such as CACI Acorn), as well as information related to your wealth. This may include information from public registers and other publicly available sources such as Companies House, newspapers and magazines. If you do not wish your personal information to be collected in any of these ways, or have questions about them, please contact us.

Head of Marketing, Communications and Fundraising
Tel: 01621 862960
Email: membership@essexwt.org.uk
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Other ways in which we collect personal information to get to know you better include:

i) Our website

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 click here (*see annex 1*).

ii) Third parties

From time to time we may pay for the contact details of people who might be interested in hearing from us in future. Before we purchase contact information, we always check the wording used when your personal information was originally collected, to make sure that we only contact people who have actively expressed an interest in receiving information from third parties.

When providing permission for third party organisations to share your personal information you should check their Privacy Policies carefully to understand fully how they will process your personal information

c) Sensitive personal information

We do not normally collect or store sensitive personal data (such as information relating to health, beliefs or political affiliation) about supporters and members. However, there are may be some situations where this could occur.

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 sensitive personal information from you directly.

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

- references
- disclosure and barring services 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). We may have a responsibility to provide this information to the Health and Safety Executive. If this does occur, we will take extra care to ensure your privacy rights are protected.

d) Children & 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, and you are a Wildlife Watch member, we will capture your date of birth at the point of joining. This is so that we can send you information that we feel is suitable to your age.

For further information, please see our Safeguarding Policy on our website.

5. How do we store your data?

a) Security

All of the personal information we process is processed by our staff in the UK. However, for the purposes of IT hosting and maintenance your personal information may be situated outside of the European Economic Area (EEA). This will be 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 information.

b) Payment security

All electronic Essex Wildlife Trust forms that request financial information will use the Secure Sockets Layer (SSL) protocol to encrypt the information between your browser and our servers.

If you use a credit card to donate, purchase a membership or purchase something online we will pass your credit card details securely to our payment providers. Our payment providers are BarclayCard Business (in the membership office) and Lloyds CardNet (across the rest of the Trust) and Stripe and Paypal on the website. Please ask if you would like to know which provider is being used when you make the transaction.

Essex 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.

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.

We never store payment card information.

c) CCTV

Some of our premises have CCTV and you may be recorded when you visit them. CCTV is there to help provide security and to protect both you and Essex Wildlife Trust. 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.

Essex 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 policy

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

For further information, please see our Data Retention Policy, which can be viewed on our website.

6. Your rights

We respect your right to control your personal information These include:

a) The right to be informed

This privacy notice outlines how we capture, store and use your personal information. If you have any questions about any elements of this policy, please contact us at the address below.

b) The right of access

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

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 information.

f) The right to data portability

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

g) The right to object

You can ask to be excluded from marketing activity.

h) Rights in relation to automated decision making and profiling

We respect your right not to be subject to a decision that is based on automated processing.

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

7. Making a complaint

Essex Wildlife Trust want to exceed your expectation in everything we do. However, we know that there may be times when we may 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. This is why we are always very grateful to hear from people who are willing to take the time to help us improve.

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.

Confidentiality

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

Responsibility

Overall responsibility for this policy and its implementation lies with Andrew Impey, CEO.

For further information on how to make a complaint, please see our Complaints Policy on this website..

Information Commissioner's Office

For further assistance with complaints regarding your personal information, 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

8. 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 our website to another website you may be supplying information to a third party.

9. Get in touch

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

Head of Marketing, Communications and Fundraising

Email: membership@essexwt.org.uk

Abbotts Hall Farm, Great Wigborough, Colchester, CO5 7RZ

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We update this policy periodically.

Last updated: February 2018

Cookies policy

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
has_js	This helps the website understand browser Javascript functionality	An on/off flag that denotes whether or not the browser supports Javascript	On site exit
Online forms	NO_CACHE	This cookie is essential for our webforms to operate. It is set only for those people using the form, and prevents the browser from storing the information you enter. This cookie is deleted when you close your browser.	NA
Cookie_agreed	This cookie collects information about whether or not the user has agreed to cookies.	Yes/No	100 days

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	_utma _utmb _utmc _utmz	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
Add this	_atuvc xtc uid uvc uit psc	These cookies are created by the AddThis social sharing site. AddThis does collect some information such as which web page you came from, which type of browser you are using, and your general geographic location. If you use the AddThis tool to share content they aggregate data about what pages are shared, when, and how. They also assign your web browser a unique identifier. This ID doesn't, and can't, say anything about you, it's a random series of numbers and letters used to distinguish users from each other.	Add this Privacy Quick Summary Add This Privacy Policy Add This Data Collection Opt-Out
FontDeck		Fontdeck sets a single session cookie for each font requested. Each cookie contains (nothing but) a random string used solely as part of our caching and font security measures. The cookies are removed as soon the browser is closed (or the session otherwise ends). They contain no personal information and are not used for gathering analytics or tracking at a personal or aggregate level. Their sole purpose is to check whether we should serve the webfont from cache or not.	FontDeck Privacy Policy
Wufoo	wildlifetrusts40	This is a session ID cookie used	Wufoo Privacy

		identify unique visitors completing forms on our site. If you have your browser set to reject cookies the forms may not work correctly.	<u>Policy</u>
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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>

YouTube cookies

We embed videos from YouTube. This may set cookies on your computer, particularly if you are logged into a Google or YouTube account. To find out more, please visit [YouTube's embedding videos information page](#).