



Privacy and Cookies Policy

Document type:	Privacy and Cookies Policy ORG2 3.2026
Document author:	IT Project Manager
Document owner:	Director of Finance and Systems
Sign off level:	Board of Trustees
Audience and where published:	<input checked="" type="checkbox"/> Staff <input checked="" type="checkbox"/> Volunteers <input checked="" type="checkbox"/> The public WildPoint and on the Trust Website
Implemented date:	
Approved date:	
Next review date:	

Version	Date	Changes made by	Reason for change
3	June 2026	Dianne Perkins	Changes in GDPR legislation and updated template
4	July 2026	Sophie Burton	Added Safeguarding of children and adults at risk

1 Policy purpose

- 1.1 This policy explains how and why Essex Wildlife Trust uses personal data. It is intended to help stakeholders understand what information we collect, how we use it, how we keep it safe, and what rights individuals have in relation to their personal data.

2 Definitions

- 2.1 References to Essex Wildlife Trust, the Trust, we or us include the following organisations:
- 2.1.1 Essex Wildlife Trust (Registered as a charity in England and Wales, number 210065, and as a company in England and Wales, registration number 638666);
 - 2.1.2 Essex Wildlife Sales Limited, our charitable trading company (registered as a company in England and Wales, registration number 02548617), a wholly owned subsidiary of Essex Wildlife Trust, which trades only to raise funds for our charitable organisation.
 - 2.1.3 Essex Ecology Services Ltd (registered as a company in England and Wales, registration number 02853947), a wholly owned subsidiary of Essex Wildlife Trust, which provide ecological consultation services, trading to raise funds for our charitable organisation;
 - 2.1.4 Thameside Nature Park Ltd (Company Number 07151955), a wholly owned subsidiary of Essex Wildlife Trust;

- 2.1.5 Chafford Gorges Ltd (Company Number 05189256), a wholly owned subsidiary of Essex Wildlife Trust;
- 2.1.6 Essex BNG and Green Finance Ltd (Company Number 16316568), a wholly owned subsidiary of Essex Wildlife Trust; and
- 2.1.7 Wildlife Fundraising (Central) Ltd (Company Number 08372218), a company owned and operated by 8 separate Wildlife Trusts, to facilitate the recruitment of new members for member trusts.
- 2.2 Data protection legislation means the UK General data protection Regulation, the data protection Act 2018 and the Privacy and Electronic Communications Regulations.
- 2.3 The Information Commissioner's Office (ICO), the UK's independent authority set up to uphold information rights and protect personal data.
- 2.4 Personal data, sometimes called personal information, is information that relates to an identified or identifiable living individual.
- 2.5 Data subject means the individual the personal data relates to.
- 2.6 Data controller means the organisation that decides how and why personal data is used.
- 2.7 Data processor means a person or organisation that processes personal data on behalf of a data controller.
- 2.8 Senior Information Risk Owner (SIRO) is the person within the Trust who has overall accountability for information risk and compliance with UK General Data Protection Regulation.
- 2.9 Subject Access Request (SAR) is request made by an individual to an organisation asking for access to the personal data that organisation holds about them.

3 Policy statement

- 3.1 The Trust is committed to keeping the personal data of our members, supporters, staff, volunteers and partners safe and complying with data protection legislation.
- 3.2 We respect your rights under the law. These include:
 - 3.2.1 The right to be informed
 - 3.2.2 The right of access
 - 3.2.3 The right to rectification
 - 3.2.4 The right to erasure
 - 3.2.5 The right to restrict processing
 - 3.2.6 The right to data portability
 - 3.2.7 The right to object
 - 3.2.8 Rights in relation to automated decision making and profiling.
- 3.3 For more information on your individual rights, please contact the Information Commissioner's Office or visit their website at www.ico.org.uk.

4 Roles and responsibilities

- 4.1 Overall responsibility for this policy and its implementation lies with the Board of Trustees.
- 4.2 The size of the Trust and the type of processing it carries out mean that the Trust does not meet the criteria requiring the appointment of a Data Protection Officer.
- 4.3 The SIRO is the primary contact for data protection at the Trust.

5 Why we process your personal data

- 5.1 We only collect and use personal data where we have a clear purpose and a lawful basis under data protection legislation. The lawful basis we rely on depends on why we are using your information and our relationship with you.
 - 5.1.1 We use your personal data to administer your membership with Essex Wildlife Trust, including sending welcome information, renewal communications, processing payments and donations, and contacting you when needed to manage your membership. The lawful basis for this is usually contract.
 - 5.1.2 We use your personal data when you buy goods from us, make a donation, book an event, reserve a room, or use one of our services, so that we can provide what you have asked for and manage the transaction. The lawful basis for this is usually contract.
 - 5.1.3 If you visit one of our locations, attend an event or otherwise interact with us, we may ask for your consent to use your personal data to contact you about future events, opportunities, appeals or our wider work. Where we rely on consent, consent will be the lawful basis for this processing.
 - 5.1.4 If you volunteer with us, we use your personal data to manage your volunteering activities, keep in touch about opportunities, organise practical arrangements, and hold emergency contact details where needed. Depending on the activity, the lawful basis may be contract, legal obligation, or legitimate interests.
 - 5.1.5 If you apply for a role with us, or you are or have been an employee, we will use the personal data needed for recruitment, employment administration, legal obligations and record keeping. The lawful basis will depend on the purpose and may include contract, legal obligation, and, where relevant, employment conditions under data protection law.
- 5.2 We may also use your personal data to send you information about our work, appeals, events, campaigns, services, products and other activities that may be relevant to you. This is known as direct marketing. For postal marketing, we may rely on legitimate interests where this is appropriate and does not override your rights. For email, text message and telephone marketing, we will only do so where we have your consent or another lawful basis permitted by law. You can change your preferences or opt out of marketing at any time, either by clicking the unsubscribe option on an email or contacting us using the details in section 9 below.
- 5.3 If you make a complaint, enquiry or request, we will use the personal data needed to investigate, respond and keep an appropriate record of the outcome. The lawful basis will usually be legitimate interests, legal obligation, or the establishment, exercise or defence of legal claims.
- 5.4 If you are involved in an accident, incident or safeguarding matter at one of our sites, events or premises, we may collect personal data, including relevant special category data where necessary. We use this information for health and safety, safeguarding, insurance, legal and incident management purposes, and may share it where required by law or with relevant authorities such as the Health and Safety Executive.

6 What personal data do we collect?

- 6.1 We usually collect basic personal data such as your name, postal address, telephone number, email address and payment details where relevant. Most of the time we collect this information directly from you, whether in person, online, by telephone, in writing or by email.
- 6.2 We may also collect information about your relationship with us, such as donations you have made, appeals you have supported, events you have attended, volunteering activity, membership history, and your contact preferences. This helps us manage our relationship with you and communicate with you appropriately.

- 6.3 Occasionally we may ask for additional information such as date of birth, equality information, accessibility requirements or other details relevant to a specific service or activity. Where this information is optional or requires consent, we will explain why we need it and how it will be used.
- 6.4 Our website uses cookies and similar technologies to help it work properly, remember your preferences, improve performance and understand how people use our online services. Cookies are small text files placed on your device when you browse a website. A full list of the cookies can be found in Appendix A.
- 6.5 In some cases, we may receive updated contact details or other personal data from third parties where there is a lawful basis for this, and it is fair to do so. Where we obtain personal data in this way, we will make sure its use is consistent with data protection law and this policy.
- 6.6 If you volunteer with us, we may also hold information such as references, Disclosure and Barring Service checks where relevant, emergency contact details, role history, training records and medical information where needed for health, safety or safeguarding reasons.
- 6.7 In line with data protection law, we do not knowingly collect, store or process the personal data of children under 13 unless we have permission from a parent or guardian, or another lawful basis applies. Where relevant, for example in relation to Wildlife Watch membership, we may record a child's date of birth so that communications and services are suitable for their age. We will handle children's data with particular care.
- 6.8 We may supplement the personal data we hold with publicly available or licensed information from trusted third-party providers, including geodemographic information such as CACI Acorn. We use this information to help us better understand our supporters and audiences, improve our communications, and plan campaigns and fundraising activity more effectively. Where we do this, we rely on an appropriate lawful basis, usually legitimate interests.

7 How we store your personal data

- 7.1 We use secure business systems, including cloud-based services, to store and process personal data. We take appropriate technical and organisational measures to protect personal data against loss, misuse, unauthorised access, alteration or disclosure.
- 7.2 Personal data is accessed only by people who need it for their role, and we use a combination of system controls, account security, policies, procedures and staff training to help keep information secure.
- 7.3 We keep personal data only for as long as it is needed to achieve the purpose it was collected for, or to meet legal, regulatory, safeguarding, insurance, accounting or reporting requirements. When information is no longer needed, it is securely deleted, anonymised or disposed of in line with our retention arrangements.
- 7.4 Some of the systems or service providers we use may process personal data outside the UK. Where this happens, we will make sure appropriate safeguards are in place so that personal data continues to be protected in line with data protection law.
- 7.5 Where payments are taken, we use appropriate security measures and approved payment processing arrangements to protect financial information. We do not keep payment card data for longer than is necessary.
- 7.6 Some of our sites or premises may use CCTV for security, safety and crime prevention purposes. Where CCTV is in use, appropriate signage will be displayed, and footage will only be accessed where there is a legitimate reason to do so.

8 Sharing personal data

- 8.1 The Trust does not sell your personal data. The Trust may share personal data, where necessary and lawful, with trusted third parties such as payment providers, IT and software providers, mailing houses, professional advisers, regulators, public authorities, and partner organisations where appropriate.
 - 8.1.1 Payment providers, where it is necessary for service delivery, processing payment of goods, services, memberships and donations.
 - 8.1.2 IT hosting / software providers, where the Trust uses their services to support its operations. In these cases, they act as the data processor, and data processing agreements are in place where required.
 - 8.1.3 Mailing houses, used by the Trust for the distribution of hard copy membership magazines.
 - 8.1.4 Professional advisers may be used where the Trust requires additional support. Appropriate steps will be taken to protect any personal data they may access or process.
 - 8.1.5 Regulators / authorities, to meet legal obligations.
- 8.2 The Trust may share data with partner organisations from time to time. Where possible, data will be anonymised before sharing. Where personal data is shared, this will only be done where there are a lawful bases and an appropriate data sharing agreement or other suitable arrangement in place.
- 8.3 Safeguarding of children and adults at risk: if we have concerns about a volunteers suitability or conduct when working with young people or adults at risk we may share information with other Trusts across the federation, including the Royal Society of Wildlife Trusts, to help them make informed recruitment decisions around a candidates suitability for a role, which may not be flagged by disclosure and barring service checks or reference procedures.

9 Complaints and your rights in practice

- 9.1 You have rights over your personal data, including the right to ask for access to the information the Trust holds about you, ask to correct inaccurate information, ask to erase information in some circumstances, restrict or object to certain processing, and request data portability where this applies. Asking for a copy of the personal data is held about you is sometimes called making a Subject Access Request (SAR). The Trust will respond to valid requests in line with the timescales set by data protection law and will normally respond to a SAR within one month, unless an extension is permitted by law.
- 9.2 If you want to exercise any of your rights, ask a question about how your information is used, or raise a privacy concern, you can contact the Trust using the details below. You do not have to use a specific form to make a SAR appendix B contains an example form if you wish to use it. The Trust may ask for proof of identity and, where relevant, further details to help locate the information you have requested.
- 9.3 If you are unhappy with how we have handled your personal data, please contact us first so that we can investigate and try to resolve the issue. The Trust takes privacy concerns seriously and will handle complaints in line with our complaints process and data protection obligations. We will respond to a complaint however it is made, for convenience our main contact details are below.
 - 9.3.1 Email dataprotection@essexwt.org.uk
 - 9.3.2 Call 01621 862960
 - 9.3.3 Write to us at Essex Wildlife Trust, Abbots Hall, Maldon Road, Great Wigborough, Colchester, CO5 7RZ.
 - 9.3.4 The link to the Trust's full complaints policy is in the following section.

9.3.5 If you believe that your complaint has not been responded to correctly, you can contact the Information Commissioner's Office on 03031231113 or visit their website [Information Commissioner's Office](#) for more information.

10 Related documents and appendices

10.1 Complaints Policy []

11 Appendix A

Website Cookies

Cookie Name	Domain	Expiry Time	HTTP Only	Priority	Suggested Category
_ga	.essexwt.org.uk	1 year	false	Medium	Analytics
_ga_19R97HB1R6	.essexwt.org.uk	1 year	false	Medium	
test_cookie	.doubleclick.net	15 minutes	false	Medium	Marketing
CookieControl	.essexwt.org.uk	3 months	false	Medium	Necessary
IDE	.doubleclick.net	1 year	true	Medium	Marketing
__Secure-YNID	.youtube.com	6 months	true	Medium	
YSC	.youtube.com	Session	true	Medium	Marketing
VISITOR_INFO1_LIVE	.youtube.com	6 months	true	Medium	Marketing
__Secure-ROLLOUT_TOKEN	.youtube.com	6 months	true	Medium	
cf_clearance	.streamdays.com	1 year	true	Medium	Necessary
__cf_bm	.vimeo.com	30 minutes	true	Medium	Necessary
Microsoft clarity		1 year	false	Medium	Analytics
Meta Pixel		1 year	false	Medium	Marketing

Additional Cookies

Cookie Name	Domain	Expiry Time	HTTP Only	Priority	Suggested Category
_cfuvid	.vimeo.com	Session	true	Medium	Necessary
vuid	.vimeo.com	1 year	false	Medium	Analytics
csrftoken	.eventbrite.co.uk	1 year	false	Medium	
_s	.app.link	1 year	false	Medium	Necessary
__dd_s	player.vimeo.com	15 minutes	false	Medium	

Google Analytics Cookies

Cookie Name	Description	Retention Period	Third Party
_ga	ID used to identify users	1 year	Unknown
ga*	Track user session	2 years	No
_gid	Identify users (short-term)	24 hours	No
_gat	Limit request rate	58 seconds	No
AMP_TOKEN	Client ID token	1 year	No
at*	Used to set and get tracking data	1 hour	No
gac*	Stores information about marketing campaigns and user acquisition	90 days	No
__utma	Identifies users and sessions	2 years	No
__utmt	Used to monitor number of GA server requests	10 minutes	No
__utmb	Distinguishes new sessions and visits	30 minutes	No
__utmc	Legacy cookie for session tracking (Urchin)	Session	No
__utmz	Stores traffic source or campaign attribution	6 months	No
__utmv	Stores custom user-level data set by developer	2 years	Unknown
__utmxf	Determines inclusion in A/B or multivariate tests	18 months	No
_utmxx	Used to determine when an A/B or multivariate test ends	18 months	No
FPAU	Assigns a specific ID to the visitor to determine number of visits for analysis and statistics	Session	No
FPID	Registers statistical data on users' behaviour for internal analytics	1 year	No

FPLC	Cross-domain linker cookie derived from the FPID cookie, used to support analytics tracking	20 hours	No
------	---	----------	----

DoubleClick Cookies

Cookie Name	Description	Retention Period	Third Party
IDE	This cookie is used for targeting, analyzing and optimisation of ad campaigns in DoubleClick/Google Marketing Suite	1 year	No
DSID	This cookie is used for targeting, analyzing and optimisation of ad campaigns in DoubleClick/Google Marketing Suite	60 minutes	Yes
ID	This cookie is used for targeting, analyzing and optimisation of ad campaigns in DoubleClick/Google Marketing Suite	2 months	Yes
RUL	Used by DoubleClick to determine if the website ad was properly displayed. This is done to make their marketing efforts more efficient.	1 year	Yes
FLC	This cookie is used to link your activity across devices if you've previously signed in to your Google Account on another device. We do this to coordinate the ads you see across devices and measure conversion events	10 seconds	Yes
__gads	This cookie is used by Google for a variety of purposes (e.g., ensuring Frequency Caps work correctly). It includes AdSense if you have AdSense enabled. This cookie is associated with the DoubleClick for Publishers service from Google. Its purpose is to monitor the showing of advertisements on the site, for which the owner may earn some revenue. The main purpose of this cookie is targeting/advertising.	1 Year	No
GoogleAdServingTest	Used to register what ads have been displayed to the user	session	No
ar_debug	Store and track conversions	1 years	No
test_cookie	This cookie is set by DoubleClick (which is owned by Google) to determine if the website visitor's browser supports cookies.	15 minute	No
APC	This cookie is used for targeting, analyzing and optimisation of ad campaigns in DoubleClick/Google Marketing Suite	6 months	No

Cookie Control

Cookie Name	Description	Retention Period	Third Party
CookieControl	Stores user consent preferences for your website	3 months	No
CookieControlTC	Stores IAB TCF consent preferences	3 months	Unknown

YouTube Cookies

Cookie Name	Description	Retention Period	Third Party
GPS	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location	1 day	No
VISITOR_INFO1_LIVE	Bandwidth estimation	6 months	No
PREF	This cookie stores your preferences and other information, in particular preferred language, how many search results you wish to be shown on your page, and whether or not you wish to have Google's SafeSearch filter turned on.	10 years	No
YSC	Registers a unique ID to keep statistics of which YouTube videos a user has seen	Session	No
DEVICE_INFO	Detects if the user has accepted marketing cookies to support GDPR compliance	180 days	Yes
LOGIN_INFO	Used to enable playback of embedded YouTube videos	2 years	Yes
VISITOR_PRIVACY_METADATA	Stores user privacy preferences and metadata	6 months	No

Cloudflare Cookies

Cookie Name	Description	Retention Period	Third Party
__cfduid	Used by Cloudflare to identify trusted web traffic; does not store personal data	5 years	No
__cfruid	Used by Cloudflare to identify trusted web traffic via content delivery network	Session	No
__cf_bm	Used by Cloudflare Bot Management to detect and mitigate automated traffic	30 minutes	No
cf_chl_2	Used for executing CAPTCHA or JavaScript challenges (not used for tracking)	Session	No
__cfllb	Used for load balancing to ensure requests go to the correct server	30 minutes	Yes
_cfuvid	Used by Cloudflare WAF to distinguish users sharing the same IP address	Session	No
cf_clearance	Indicates that a CAPTCHA or JavaScript challenge has been passed	1 year	No

Vimeo Cookies

Cookie Name	Description	Retention Period	Third Party
vuid	Vimeo analytics cookie used to assign a unique user ID	1 year	No
Player	Remembers the user's video player preferences	1 minute	Yes
continuous_play_v3	Tracks whether continuous play is enabled for the user	2 years	Yes

Shopify Cookies

Cookie Name	Description	Retention Period	Third Party
_ab	Used in connection with access to admin	Session	Yes
_secure_session_id	Used in connection with navigation through a storefront	Session	Yes
cart	Used in connection with shopping cart	14 days	Yes

cart_sig	Used in connection with shopping cart	14 days	Yes
cart_ts	Used in connection with checkout	14 days	Yes
checkout_token	Used in connection with checkout	14 days	Yes
Secret	Used in connection with checkout	14 days	Yes
secure_customer_sig	Used in connection with customer login	2 years	Yes
storefront_digest	Used in connection with customer login	2 years	Yes
_shopify_u	Used to facilitate updating customer account information	2 years	Yes
_tracking_consent	Stores tracking preferences	1 year	No
_landing_page	Tracks landing pages	14 days	No
_orig_referrer	Tracks referral source	14 days	No
_s	Shopify analytics	2 years	No
_shopify_fs	Shopify analytics	2 years	Yes
_shopify_s	Shopify analytics	30 minutes	No
_shopify_sa_p	Shopify analytics relating to marketing & referrals	30 minutes	No
_shopify_sa_t	Shopify analytics relating to marketing & referrals	30 minutes	No
_shopify_uniq	Shopify analytics	2 years	Yes
_shopify_visit	Shopify analytics	2 years	Yes
_shopify_y	Shopify analytics	1 year	No
_y	Shopify analytics	2 years	Yes
tracked_start_checkout	Shopify analytics relating to checkout	2 years	Yes
ki_r	Shopify analytics	2 years	Yes
ki_t	Shopify analytics	2 years	Yes
_Brochure_session	Used in connection with browsing through site	2 years	Yes
shopify_pay_redirect	Used in connection with checkout	60 minutes	No
cart_currency	Ensures carts use the same currency as previous checkout	14 days	No
dynamic_checkout_shown_on_cart	Used in connection with checkout	30 minutes	Yes
keep_alive	Used in connection with buyer localisation	30 minutes	Yes
checkout_session_token	Used in connection with checkout	3 weeks	No
checkout_session_lookup	Used in connection with checkout	3 weeks	No
cart_ver	Used in connection with shopping cart	2 weeks	No
localization	Used in connection with checkout	1 year	Yes
locale_bar_accepted	This cookie is provided by app (BEST Currency Converter) and is used to secure currency chosen by the customer.	Session	No
_cmp_a	Used for managing customer privacy settings	24 hours	No

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

12 Appendix B Subject Access Request

This form is to assist you in requesting a copy of your personal data held by the Trust. You are not obliged to use it, but this information will help to process your request.

You can read more about your right of access by visiting:

<https://ico.org.uk/your-data-matters/your-right-to-get-copies-of-your-data/>

Subject Access Request

Who's making this request?

We're asking for your contact details so we can send your response and discuss your request with you (if needed). You only need to give us relevant details. For example, you only need to give us your postal address if you'd like us to respond by post or if you think it would help us identify you. We may ask you for proof of ID if we feel it's reasonable to do so. The timescale for responding to your request will not start this has been received.

Your name

Contact number

Email address

Postal address

Are you making this request on behalf of someone else?

Yes

No (Please ignore next section)

Please provide contact details of the person you are making the request for.

If you're making the request on behalf of someone else, we need to know who they are and their contact details in case we need to get in touch.

Name of other person

Contact number

Email address

Postal address

How would you prefer us to respond?

We will respond to you in the way that suits you. Please let us know if you need us to make any adjustments for you e.g., large font.

Email

Post

Other (please specify)

What personal data do you want to receive?

If you know exactly what personal data you’re looking for, it’s helpful if you let us know. For example, if you need a specific email, we could search for this using a particular word or phrase.

Briefly describe your request

Is there a date range for the personal data you’re asking for?

It’s helpful if you’re as specific as possible about your request.

Date from

Date to

Can you tell us anything else to help us with our search?

If there’s anything else of relevance you can tell us to help us identify you or the data you’re requesting, please include this here. For example, any aliases, date of birth, order number or a customer reference number.

Further information to help us find the data you need

Please send your request to us

Please clearly title and correspondence ‘Subject Access Request’ so that it gets our earliest attention.

By email to	dataprotection@essexwt.org.uk
By post to	Abbotts Hall Farm, Great Wigborough Colchester CO57RZ
Or contact us by phone	01621862960