



RSNE Privacy Policy

How your personal details are processed and protected

This Privacy Policy explains why and how we collect, use and protect any personal information you provide, to ensure that you remain informed and in control. We may change this document from time to time, so please do check back frequently; you will be able to see if we have made changes by the date it was last updated. Please refer to the sections below for more detail on the Policy:

- 1. Who are we?**
- 2. Our commitment to you**
- 3. Why do we collect your personal data?**
- 4. What personal data we collect and how we use it?**
- 5. Storing information**
- 6. Your rights**
- 7. Contact us**

1. Who are we?

Red Squirrels Northern England (RSNE) at Northumberland Wildlife Trust (NWT) is a red squirrel conservation partnership working right across northern England. Project partners include Cumbria Wildlife Trust, Lancashire Wildlife Trust Red Squirrel Survival Trust, Forestry Commission England and Natural England. NWT is the project's principal administrator and manages the Friends of the Red Squirrel programme and donations on behalf of RSNE.

Northumberland Wildlife Trust (NWT) is a registered charity (charity number 221819) and a company limited by guarantee (company number 717813) with offices at St Nicholas Park, Jubilee Road, Gosforth, Newcastle upon Tyne NE3 3XT. Our website is www.nwt.org.uk.

2. Our commitment to you

We are serious about keeping personal details of our members and supporters safe. We have legal obligations to you under the current Data Protection Act 1998 (DPA) and the EU General Data Protection Regulation (GDPR). We work under the guidance of the Information Commissioner's Office (ICO), an independent body set up to uphold information rights (www.ico.org.uk). We also have obligations to you as a supporter and value your trust highly.

We will never sell your personal data. There may be occasions when we share information with project partners, but we will always ask for specific consent at the point when you give your information.

We use three key definitions to describe people in this policy. These are:

- 'Data subject': This is you, one of our valued members or supporters. As the data subject we respect your right to control your data.

- ‘Data controller’: This is us, RSNE at NWT. With your permission, as outlined in this policy, we determine why and how your personal data is used.
- ‘Data processor’: this is a person, or organisation, who processes your data on our behalf. This might, for example, be a mailing house, which sends your newsletter to you as it more cost-effective to outsource larger tasks. When we work with organisations like this, we set up a written contract with them to protect your data. You will never hear from them independently and they delete your data from their systems once they have completed the task. We always send your data to the data processors securely.

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

Director of Finance and Central Services
 St Nicholas Park, Jubilee Road, Gosforth, Newcastle upon Tyne NE3 3XT
mail@northwt.org.uk
 Tel: 0191 284 6884
 Office hours are Monday to Friday 9am -4pm.

3. 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. This includes:

a) To administer your Friends of the Red Squirrel (FoRS) membership

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

- Sending you your membership information when you first join us
- Processing your Direct Debit subscription payments, or Gift Aid, if you have set this up with us
- Sending your membership renewal letter
- Getting in touch should there ever be any issues processing your payment

Joint membership

If you are a ‘joint’ member of FORS, we will address communications to all those listed on your membership. If you wish to update this at any point, please let us know.

Gift membership

If your FORS 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.

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 might wish to update your details with us.

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

b) To facilitate donations

- Processing your donation payment, or Gift Aid, if you have set this up with us
- Getting in touch should there ever be any issues processing your payment

The ICO defines 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 and that of NWT that we feel will be of interest to you. This includes a newsletter, fundraising appeals, events, campaigning opportunities,

NWT membership, products, competitions and other activities, as well as information from other carefully selected organisations that we work in partnership with, such as Furness Building Society. From time to time, we may also use your personal data to ask for your opinion about our work.

If you have visited the website www.rsne.org.uk to tell us about a red squirrel sighting, we will ask you for your email address. This is firstly in case we have a problem with the sighting and need to get back to you to ask you more information in order to verify the sighting. We will also ask if you wish to 'opt in' to receive further information about our project, for example through E-newsletters.

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

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 enables us to tailor information 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 surveys, helps us to send you invitations to events you might like.

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

Legitimate Interest

This is where we have identified a genuine and legitimate reason for contacting you, which 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).

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 an RSNE/NWT volunteer, we collect your personal data so that we can keep in touch, for example:

- To update you on the results of work that you are involved with
- To inform you of other work we are doing that we think will be of interest to you
- changes to planned volunteer work programmes that you may be taking part in
- new opportunities to volunteer
- the positive impact you have on our work, by sending you our volunteer newsletter
- dedicated volunteer thank you events

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).

4. What personal data we collect and how we use it?

Basic Information

The details we collect consist of information such as your name, postal address, email address, telephone or mobile number, date of birth and bank account 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.

Further Information

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 surveys
- Records of donations you've made towards fundraising appeals
- 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
- Date of birth to allow us to suggest appropriate events or activities

Occasionally we also obtain data 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.

Other ways in which we collect personal data to get to know you better include:

RSNE website

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

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

The Privacy Policy applies only to personal data collected by RSNE/NWT and does not apply to third party websites and services not under our control.

You can find more information about cookies at:

www.allaboutcookies.org and www.youronlinechoices.eu.

For a video about cookies visit <http://www.google.co.uk/goodtoknow/data-on-the-web/cookies>

We will also provide a full cookies report detailing how they are used specifically on our website, and make this available on the site.

Sensitive personal data

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, 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.

For example, if you are a volunteer then we may collect extra information about you, such as:

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

We may also collect sensitive personal data if you have an accident on one of our reserves or places managed by us. 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'll take extra care to ensure your privacy rights are protected.

Children and young people

We do not collect, store or process personal details for under 18s.

5. Storing Information

Security

All of the personal data we process is processed by our staff in the UK. 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 computers and phones are all subject to data protection procedures to add extra security.

Payment security

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

Our online payment solutions are carried out using a 'payment gateway' which is a direct connection to a payment service provided by a bank. When you input card data into the payment page, you are communicating directly with the bank and the bank passes your payment to us; this means that your payment card information is handled by the bank and not processed or held by us. We do not store any sensitive payment card data in our systems. NWT complies with the payment card industry data security standard (PCI-DSS) published by the PCI Security Standards Council, and will never store card details.

We cannot of course guarantee the security of your home computer or the internet.

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 example, we will keep a record of membership or donations for at least seven years (HMRC rules).

If you ask us to stop sending you marketing materials, we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted.

Where you contribute material to us, for example in response to a particular campaign or on a survey, we will only keep your content for as long as is reasonably required for the purpose(s) for which it was submitted.

6. 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 direct 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 contact the Information Commissioner's Office.

7. Contact us

Making a complaint

We want to communicate with you in ways that you are happy with, and to provide you with information that is of interest. We take complaints very seriously. If you wish to change how we communicate with you, or update the information we hold, then please contact our Data Controller:

- e mail us at mail@northwt.org.uk
- write to us at: Northumberland Wildlife Trust, St Nicholas Park, Jubilee Road, Gosforth, Newcastle upon Tyne NE3 3XT
- call us on 0191 284 6884 (Mon-Fri 9am-4pm)

You may also opt out of marketing emails at any time by clicking the unsubscribe link in any marketing email from RSNE or NWT.

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 the Director of Finance and Central Services.

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

We update this policy periodically. Last update: May 2018