

# Sustainable Woodstock - Privacy Policy Version 1.0

Created 20/01/2020

How we respect privacy when we deal with personal information collected by our organisation.

This Privacy Policy applies to information Sustainable Woodstock collects about individuals who interact with our organisation. It explains what personal information we collect and how we use it.

If you have any comments or questions about this notice, feel free to contact us at [sustainablewoodstockuk@gmail.com](mailto:sustainablewoodstockuk@gmail.com).

## 1. Personal data that we process

The following table explains the types of data we collect and the legal basis, under current data protection legislation, on which this data is processed.

Purpose	Data (key elements)	Basis
Enquiring about our organisation and its work	Name, email, message	Legitimate interests - it is necessary for us to read and store your message so that we can respond in the way that you would expect.
Signing up as a supporter	Name, email	By consenting for our newsletter, you have entered into a relationship with Sustainable Woodstock. You can unsubscribe from the newsletter at any time.
Subscribing to email updates about our work.	Name, email	Consent - you have given your active consent by either signing up for the e-newsletter at an event or requested by email or have requested after meeting a Sustainable Woodstock member.
Signing up as a volunteer	Name, email Telephone number	Legitimate interests – this information is necessary for us to communicate details of activities where you have offered the possibility of volunteering
Making a donation or sponsoring trees.	Name, email, address, payment information	Legitimate interests - this information is necessary for us to fulfil your intention of donating money and your expectation of receiving a confirmation message / correspondence.
Website/newsletter functionality	We do not use cookies to analyse website activity. We do investigate clicks on newsletters occasionally to measure response rates and interest in subject matter.	Legitimate interests, to deliver subject matter that you would expect and interests you.

## 2. How we use your data

We will only use your data in a manner that is appropriate considering the basis on which that data was collected, as set out in the table at the top of this policy.

For example, we may use your personal information to:

- where you have specifically agreed to this, send you communications by email relating to our work which we think may be of interest to you.
- reply to enquiries you send to us;
- handle donations or other transactions that you initiate;

## 3. When we share your data

We will only pass your data to third parties in the following circumstances:

- we are using a third party purely for the purposes of processing data on our behalf and we have in place a data processing agreement with that third party that fulfils our legal obligations in relation to the use of third-party data processors; or
- we are required by law to share your data.

## 4. How long we keep your data

We take the principles of data minimisation and removal seriously and have internal policies in place to ensure that we only ever ask for the minimum amount of data for the associated purpose and delete that data promptly once it is no longer required.

Where data is collected on the basis of consent, we will seek renewal of consent every three years.

## 5. Rights you have over your data

You have a range of rights over your data, which include the following:

- Where data processing is based on consent, you may revoke this consent at any time and we will make it as easy as possible for you to do this (for example by putting 'unsubscribe' links at the bottom of all our newsletter emails).
- You have the right to ask for rectification and/or deletion of your information.
- You have the right of access to your information.
- You have the right to lodge a complaint with the Information Commissioner if you feel your rights have been infringed.

A full summary of your legal rights over your data can be found on the Information Commissioner's website: <https://ico.org.uk/>

If you would like to access the rights listed above, or any other legal rights you have over your data under current legislation, please get in touch with us.

Please note that relying on some of these rights, such as the right to deleting your data, will make it impossible for us to continue to deliver some services to you. However, where possible we will always try to allow the maximum access to your rights while continuing to deliver as many services to you as possible.

## 6. Cookies & usage tracking

A cookie is a small file of letters and numbers that is downloaded on to your computer when you visit a website. Cookies are used by many websites and can do a number of things, e.g. remembering your preferences and counting the number of people looking at a website. We do not use cookies to analyse our website activity.

Google Analytics generates statistical and other information about website usage by means of cookies, which are stored on users' computers. The information collected by Google Analytics about usage of our website is not personally identifiable. The data is collected anonymously, stored by Google and used by us to create reports about website usage. Google's privacy policy is available at <http://www.google.com/privacypolicy.html>.

Sustainable Woodstock uses Mailchimp software to power our email campaigning efforts and lets us stay in touch with groups of people via email. It does this by letting us send newsletters to people who have signed up for your mailing list. Mailchimp uses cookies for technical reasons in order for our Mailchimp Sites and Service to operate, and are referred to as “essential” or “strictly necessary” cookies. Their cookies enable us to track and target the interests of newsletter subscribers and can be described as “performance” or “functionality” cookies. For more information on Mailchimp Privacy Policy see <https://mailchimp.com/legal/privacy/#1. The Basics>

## 7. Modifications

We may modify this Privacy Policy from time to time and will publish the most current version on our website. If a modification meaningfully reduces your rights, we'll notify people whose personal data we hold and is affected.

**ADOPTED 18/04/2020**