

Wild Oxfordshire Privacy Policy

January 2018

1. Introduction and general terms

Wild Oxfordshire is dependent on the generosity of our supporters and the goodwill and trust of the public. We are therefore committed to protecting any personal information we obtain about you, whether you are just visiting our website or are a financial supporter, volunteer, or a conservation organisation that would like to promote your work via Wild Oxfordshire. This Privacy Policy sets out how we obtain, use and protect any personal information you provide to us, whether online, via phone, text, email, in letters or in other correspondence.

This privacy policy explains the following:

- what information Wild Oxfordshire may collect about you;
- how Wild Oxfordshire will use information we collect about you;
- when Wild Oxfordshire may use your details to contact you;
- whether Wild Oxfordshire will disclose your details to anyone else;
- your choices regarding the personal information you provide to us;
- the use of cookies on the Wild Oxfordshire website and how you can exercise your choices in relation to those cookies.

Wild Oxfordshire is committed to safeguarding your personal information. Whenever you provide such information, we are legally obliged to use your information in line with all laws concerning the protection of personal information, including the Data Protection Act 1998 and the Privacy & Electronic Communications (EC Directive) Regulations 2003.

The Wild Oxfordshire website contains hyperlinks to websites owned and operated by third parties. These third party websites have their own privacy policies, including policies on their use of cookies, and we urge you to review them. They will govern the use of personal information you submit or which is collected by cookies whilst visiting these websites. We cannot accept any responsibility or liability for the privacy practices of such third party websites and your use of such websites is at your own risk.

2. Who we are

Wild Oxfordshire is a registered charity (charity number 1131540) and a company limited by guarantee (company number 6828051). Wild Oxfordshire registered address is Manor House, Little Wittenham, OX14 4RA.

3. What information will Wild Oxfordshire collect about me?

When you contact Wild Oxfordshire to make a donation or sign up to receive online or off line content, such as newsletters, or you telephone, email, write to or text Wild Oxfordshire, or engage with us via social media channels, we may receive and retain personal information about you. This can consist of information such as your name, email address, postal address, telephone or mobile number, bank account details to process donations and whether or not you are a tax payer so that we can claim Gift Aid.

By submitting your details, you enable Wild Oxfordshire (and where applicable any sub-contractors we may use) to raise funds and to provide you with the goods, services, information, activities or online content you select.

We do not collect "sensitive personal data" about our supporters, e.g. health status.

If you are simply browsing our website as an anonymous visitor, Wild Oxfordshire may still collect certain information from you, such as your IP addresses (an IP address is a number that can uniquely identify a specific computer or other network device on the internet).

Wild Oxfordshire may also use publicly available information to identify people who express an interest in giving major gifts to organisations like Wild Oxfordshire, or who may be interested in a high profile public association with Wild Oxfordshire. This information may include newspaper or other media coverage, open postings on social media sites such as LinkedIn, and data from Companies' House. Where an individual enters into such a relationship with Wild Oxfordshire they will have a nominated member of staff who will agree with the individual any sensitivities they may have with regard to any personal information which Wild Oxfordshire may hold on them. Wild Oxfordshire will not retain data relating to major supporters unless the individual provides their consent, which will be sought at the earliest practical opportunity.

If you enter your contact details in one of our online forms, we may use this information to contact you even if you don't "send" or "submit" the form. We will only do this to see if we can help with any problems you might be experiencing with the form or with our websites.

Wild Oxfordshire uses cookies. Cookies are small text files on your device. They are made by your web browser when you visit a website. Every time you go back to that website, your browser will send the cookie file back to the website's server. They improve your experience of using a website, for example, by remembering your preference settings and by measuring your use of a website to ensure that it meets your needs. See Section 10 below for more detail on how we use cookies and how you can control your cookie preferences.

4. How will Wild Oxfordshire use the information you collect about me?

Wild Oxfordshire will use your personal information for a number of purposes including the following:

- in relation to any correspondence you have entered into with us whether by letter, email, text, social media, message board or any other means;
- for "service administration purposes", which means that Wild Oxfordshire may contact you for reasons related to donations you have made such as your tax status with regard to Wild Oxfordshire, the completion of commercial or other transactions you have entered into with Wild Oxfordshire or the activity or online content you have signed up for;
- for internal record keeping;
- to fulfil sales contracts you have entered into with Wild Oxfordshire;
- to contact you about any content you provide;
- to invite you to participate in surveys or research about Wild Oxfordshire or our work (participation is always voluntary);
- for marketing purposes ;
- to provide you with information about our activities or online content you have agreed to receive;

- to personalise the way Wild Oxfordshire content is presented to you;
- to use IP addresses to identify the location of users, to block disruptive use, to establish the number of visits from different countries;
- to analyse and improve the activities and content offered by the Wild Oxfordshire website to provide you with the most user-friendly navigation experience. We may also use and disclose information in aggregate (so that no individuals are identified) for marketing and strategic development purposes.

5. Will I be contacted for marketing purposes?

You may be contacted marketing purposes if in the past you have supported us or expressed an interest in supporting us. We have a very small marketing database. Historically most of our funding has come from Trust, statutory bodies and a few generous individuals.

6. Will Wild Oxfordshire share my personal information with anyone else?

We will only use your information within Wild Oxfordshire for the purposes for which it was obtained. Wild Oxfordshire will not, under any circumstances, share or sell your personal data with any third party for marketing purposes and you will not receive offers from other companies or organisations as a result of giving your details to us.

We may need to share your information with "data processors" such as our service providers, associated organisations and agents who help us to prepare and send the materials relating to our projects and fundraising activities. These "data processors" will only act under our instruction and we will not allow these organisations to use your data for their own purposes and will take care to ensure that they keep your data secure.

We will also comply with legal requests where disclosure is required or permitted by law (for example to government bodies for tax purposes or law enforcement agencies for the prevention and detection of crime, subject to such bodies providing us with a relevant request in writing).

7. How long will Wild Oxfordshire keep my personal information?

We will hold your personal information on our systems for as long as is necessary for the relevant activity, for example we will keep a record of donations for at least seven years.

If you request that we 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 by us.

Legacy income is vital to the running of the charity. We may keep data you provide to us indefinitely, to carry out legacy administration and communicate effectively with the families of people leaving us legacies. This also enables us to identify and analyse the source of legacy income we receive.

8. What is Wild Oxfordshire's policy on allowing me to update, correct, or delete my personal information?

The accuracy of your information is really important to us. We want to ensure that we are able to communicate with you in ways that you are happy with, and to provide you with information that is

of interest. If you wish to change how we communicate with you, or update the information we hold, then please contact us:

email us clare@wildoxfordshire.org.uk

write to us at: Data Officer, Wild Oxfordshire, Manor House, Little Wittenham, OX14 4RA

call us on 01865 407034 (Mon-Wed 9am-4pm)

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

Under the Data Protection Act you have the right to request a copy of the personal information we hold about you and to have any inaccuracies corrected. (We charge £10 for information requests and require you to prove your identity with two pieces of approved identification).

Please address requests and questions about this or any other question about this Privacy Policy to the Data Protection Officer, Wild Oxfordshire, Manor House, Little Wittenham OX14 4RA

9. Cookies Policy - information Wild Oxfordshire collects from your computer or mobile device

What is a cookie?

Cookies are small text files on your device. They are made by your web-browser when you visit a website. Every time you go back to that website, your browser will send the cookie file back to the website's server. Cookies are useful because they allow a website to recognise a user's device. You can find more information about cookies at: www.allaboutcookies.org and www.youronlinechoices.eu . For a video about cookies visit <https://www.google.co.uk/goodtoknow/data-on-the-web/cookies>

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience.

They can also help to ensure that adverts you see online are more relevant to you and your interests.

Why does Wild Oxfordshire use cookies?

Like many websites, Wild Oxfordshire uses cookies in order to provide you with a more personalised web service.

Wild Oxfordshire help us identify which bits of our website people are using, and help us do work on those sections of the website to improve the user experience. We also use cookies to help show content on our site which is relevant to you and your interests, for example if on a previous visit you went to our pages about Biodiversity or volunteering or Natural Flood Management, we might find this out from your cookie and show you other information on our website related to these areas on subsequent visits.

Information supplied in cookies also allows us to measure the effectiveness of online marketing campaigns. This enables us to ensure any money we spend on digital marketing gives us a good return on investment.

10. Safety and security

Personal information is processed and stored in our databases and we have taken reasonable steps to secure and protect the information under our control, including establishing processes to prevent unauthorized access or disclosure of this information. However, whilst we make every effort to ensure the security of your information, we are unable to guarantee the protection of the information from misuse, accidental disclosure or unauthorised acts by others.

11. Changes to Wild Oxfordshire's Privacy Policy

This Privacy Policy may be updated from time to time so you may wish to check it each time you submit personal information to Wild Oxfordshire. The date of the most recent revisions will appear on this page. If you do not agree to these changes, please do not continue to use our website or submit personal information. If material changes are made to the Privacy Policy we will notify you by placing a prominent notice on the website.

Updated: 9th January 2018