

CPRE Shropshire

Our privacy policy

CPRE Shropshire could not protect, promote and enhance the Shropshire countryside without support from people like you, and we are committed to protecting both your data and your privacy.

This policy outlines what data we collect, how we may use it and how we keep your data safe.

'We' or 'us' means the Shropshire Branch of the Campaign to Protect Rural England, c/o Stags Head, New Invention, Bucknell, Shropshire SY7 0BS – Charity number: 218782. This does not include other CPRE branches, or CPRE head office, which are set up as separate charities.

This Privacy policy seeks to comprehensively cover the key areas relating to personal data held by CPRE Shropshire, but is not an exhaustive list of all our policies and practices in these areas.

This policy will change from time to time, as we keep up to date with legislation and regulation and to remain aligned with any relevant changes in our programmes and operations. If material changes are made, we will notify you by placing a prominent notice on the website. You can keep up to date by visiting these pages.

24th May 2018

Getting in touch

You have the right to ask for a copy of the information we hold about you and to have any inaccuracies in your information corrected. You also have the right to ask us to delete any personal information we hold about you. In some cases, we may be unable to delete data, such as if it is required for tax or Gift Aid purposes. In these cases, we will ensure that you are removed from future communications and processing. We are committed to ensuring you receive only those communications you choose.

You can access your personal data held by us or request to receive your information in part or its entirety in machine readable format.

For all questions or concerns regarding our Privacy Policy or the processing of your personal information, please do get in touch. You can write to:

The Administrator, CPRE Shropshire, c/o Stags Head, New Invention, Bucknell, Shropshire SY7 0BS

You can email admin@cpreshropshire.org.uk, or contact or call 01547528546.

Why and how we collect your data

When you give it to us directly

The vast majority of personal data we hold is given to us directly by our members, supporters, and volunteers in the course of them interacting with our services, websites or fundraising activities.

When we are working with a third party

We may in future work with fundraising sites such as Just Giving and Change.org. These independent third parties will only share your data with us when you have given permission for CPRE Shropshire to contact you. We use the Wix email platform to manage our email marketing. You can find the privacy policies of Wix's third-party data processors here: <https://www.wix.com/about/privacy>

What data we collect

Personal information is any data that can be used to identify you. It can include, but is not limited to, any of the data listed below.

Data protection law recognises that there are sensitive categories of personal information, such as health information, racial or ethnic origin, or religious beliefs or other beliefs. We would only collect sensitive personal information where there is a clear need to do so such as health information to enable participation in an event. Before we collect any sensitive personal information, we will make it clear what information we are collecting and the purpose we are collecting it for.

Information we collect from you directly or from third parties with whom we work, may include:

- name
- address
- email address
- telephone number
- contact preferences

We may also collect and process information about your interactions with us, including details about our contacts with you through email, post, on the phone or in person. This might include the date, time, and method of contact, details about donations you might make to us, events or activities that you register for or attend or any request for support.

We may also collect and record other relevant information you share with us about yourself, such as your interests or your affiliations with other charities, community or campaign groups, your Council or Planning Team.

Children's data

We are committed to protecting the privacy of children and young people. At present we do not involve under 18's in our activities and do not hold their data. Where necessary we will obtain the consent of a parent or guardian to collect and use personal data of children.

If you are a child and would like to get involved with CPRE Shropshire, please obtain your parent or guardian's consent before sending any personal information to any website or CPRE Shropshire. Please ensure you speak to your parent or guardian before taking part in these activities.

How we use your data

Campaigning for a beautiful, living countryside is something we cannot do without the help of people who share our passion. Raising funds, running campaigns and involving as wide a range of people as we can in our activities is hugely important to us.

We try to offer diverse ways to support and get involved, and use a range of channels to suit supporter preferences, such as our website, postal, and email. We may create profiles and database segmentation

to ensure communications are relevant and timely and to provide the best possible experience for our supporters. We will always ensure we have your consent before contacting you by email for marketing purposes.

The law allows personal data to be legally collected and used by an organisation if it is necessary for a legitimate business interest of the organisation – as long as its use is fair and balanced and does not unduly impact the rights of the individual concerned. We will send relevant marketing by post (eg our Shropshire Voice newsletter) on the basis that it is within our legitimate interests to do so. If you feel you would like to reduce the amount of post you receive from us or prefer not to receive postal marketing at all, simply contact admin@cpreshropshire.org.uk or call 01547 528546.

If you are a member of CPRE and request not to receive post, please note that we will continue to post legally required membership documents such as voting papers and AGM notifications, but you will not receive information materials such as Shropshire Voice, or any local updates or appeals.

Data sharing within CPRE network

When you become a member of CPRE, you join both the national office and the Shropshire branch. National office shares your data with us so we can keep you informed of local news and events, and invite you to our Annual General Meeting. We will inform National Office of any changes to your data as you inform us. National Office will keep you up to date with national news, events and to invite you to their Annual General Meeting. You can choose not to receive certain communications from National Office at any time by contacting the Data Protection Lead at dataprotection@cpre.org.uk or call 020 7981 2870.

This policy applies to only your interactions with CPRE National Office and our branch. The independently registered branches, like CPRE Shropshire, within the CPRE network each have their own privacy policy.

Data sharing with third parties

We do not share, sell or swap your information with other organisations for their own marketing purposes. We will share membership data within the CPRE's National Office as described above.

We may disclose your personal information if we are requested or required to do so by a regulator or law enforcement or to enforce or apply our rights (including in relation to our website or other applicable terms and conditions) or to protect CPRE Shropshire, for example in cases of suspected fraud or defamation, or to comply with any other applicable legal obligation.

Keeping your personal information safe

We take appropriate physical, electronic and managerial measures to ensure that we keep your information secure, accurate and up to date.

Although we use appropriate security measures once we have received your personal information, the transmission of information over the internet is never completely secure. We do our best to protect personal information, but we cannot guarantee the security of information transmitted to our website, so any transmission is at the user's own risk.

How long will we keep your data

We remove personal data from our systems in line with our data retention policy. The length of time each category of data will be retained will vary on how long we need to process it, the reason it is collected, and in line with any statutory requirements.

After this point the data will either be deleted or rendered anonymous. In certain specific situations, for example where a supporter has kindly pledged a legacy to CPRE Shropshire in their Will, we will maintain their details up to the time when we need to carry out the legacy administration and communicate effectively with their family.

Some of the reasons why CPRE Shropshire may contact you

- Notify you of opportunities to get involved in Shropshire, e.g. volunteering opportunities, attending events
- Ask you to support one of our campaigns e.g. signing a petition or lobbying your MP
- Ask you to donate to one of our appeals
- Send you publications such as Shropshire Voice
- Update you on campaigns through email newsletters
- Participate in fundraising events
- Making or changing your Will
- To put you in touch with your local volunteer group

If at any time you wish to change the information you receive from us or how you are contacted for marketing purposes you can let us know, by calling 01547 528546 or emailing admin@cpreshropshire.org.uk