



The countryside charity
Shropshire

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: 1184133. 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.

Updated 11th January 2022

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.

If you sign up for information on the Hedgerow Project you will receive Hedge Bulletin updates via email for the duration of the project. There is an opportunity to unsubscribe and the bottom of each communication.

Cookie consent

By using our website, joining or donating to us, you agree that, unless you have set your computer's browser to reject them, we can place the types of cookies set out below on your device and use that data in accordance with this policy.

For more information about how we use cookies on this site, please review our Cookie Policy below.

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 you have signed up for the Hedgerow Heroes project you will receive Hedge Bulletins throughout the project with news, updates and opportunities. There is an opportunity to unsubscribe at the bottom of every Bulletin. We will also make contact with you if you book on to our workshops or courses with transactional information.

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

Cookie Policy

What are cookies?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit. Cookies are useful because they allow a website to recognise a user's device and help the owner of the website improve the user's experience of the site.

You can find more information about cookies

at: www.allaboutcookies.org and www.youronlinechoices.eu, for a video about cookies visit www.google.co.uk/policies/technologies/cookies

Does CPRE Shropshire's website use cookies?

Yes. If you visit our website, we use cookies to record information about:

- the areas of the website you visit
- the amount of time you spend on the site
- whether you are new to the site, or have visited it before
- the country, region, city and/or borough associated with your IP address or device
- how you came to our website – for example, through an email link or a search engine
- the type of device and browser you use
- how you use the website and the quality of your experience – for example we may track your bandwidth when viewing videos
- how you interact with our donation and sign-up forms – for example what you select as your communication preferences
- any error messages that you receive on the site.

We use cookies to track how visitors come to our site. For example, we use marketing or referring tracking codes in internet addresses (URLs) to show us whether a visitor has come to our site via a link on a referring website or in a specific piece of marketing and to give us insight into the effectiveness of our marketing. Although not through cookies, we do measure the success of the emails we send – so we know what subject lines and stories people liked the most. We don't share this information.

Some of this information may be used by third party cookies to target you with relevant advertising (see below). However, you can choose to use our website anonymously without giving us any information. Please see 'Changing your cookie preferences' below.

Types of cookies

We use 'first party cookies'. These are cookies served directly from our website to your computer and are often used to recognise your computer when it revisits our site and, in some cases, to remember your preferences as you browse the site.

Cookies may be either 'session cookies' or 'persistent cookies'. Your computer automatically removes session cookies once you close your browser. Persistent cookies will survive on your computer until an expiry date specified in the cookie itself, is reached. Most of our cookies are persistent.

Categories of cookies we use

We have assessed our cookies based on the ICC Cookie Guide. Most of our cookies fall into categories 1 and 3.

1. Strictly necessary cookies: these cookies are essential for the user to move around the website and to use its features.
2. Performance cookies: these cookies collect information about how the user makes use of the site, e.g. which pages the user visits most. These cookies do not collect information that identifies the user.
3. Functionality cookies: these cookies remember choices made by or attributes of the user and enhance the features and content you experience during your visit to our website, such as appeals visited or your location. This cookie is also used to remember a user's preferences for a font size, or customisable parts of a web page.
4. Targeting or advertising cookies: these cookies collect information about the users' browsing habits. This may also include your use of social media sites, e.g. Facebook, etc. or how you interact with our website which then shows you relevant content elsewhere on the internet. These may also be used to choose the advertisements that are displayed to you on our website and other websites.

5.

What information does CPRE Shropshire collect using cookies?

We may collect some, or all, of the information available from cookies when you visit our website, depending on how you use it. We monitor how people use our website, so we can improve it. We collect this information anonymously.

We use a standard type 1 cookie. This contains no personal information, but tells us if that device has visited before. If you log in to our local group area, however, the cookie will be able to identify the user and which user groups they belong to. Note that this data is not stored in the cookie itself. The session data on the website expires and is removed after about 120 minutes of inactivity.

Some pop-ups, such as 'Get our updates' use a small type 3 cookie to prevent the pop-up being shown repeatedly once a user has dismissed it, or has already entered their email address. It is not used for tracking. Any pages with tabs or panels may store a small cookie to record the current state of the tab/panel between page requests.

We use session cookies on the pages where you interact with us to give us money, either as a donation or paying membership, or take an e-action, because they allow you to proceed through pages quickly and easily without having to authenticate or reprocess on each page. This means you can link up pages, or use multiple pages, for your actions and donations. However, when you close your browser, the session cookie is lost.

Facebook Pixel is also loaded on every page. The Facebook and Twitter and other social media share buttons don't themselves generate cookies and are not tracked, but we note the URL of the site you came from to us, as it would be for any link to a third-party site. Pages with embedded Twitter feeds store several cookies for user tracking purposes. Pages with embedded media store a number of small cookies for user tracking and for saving user preferences.

How to find out more or make a complaint

To make a formal complaint about CPRE Shropshire's approach to data protection or your privacy rights please contact:

Branch Manager
CPRE Shropshire
Stags Head
New Invention
Bucknell
Shropshire SY7 0BS
Or call 01547 528546

We will acknowledge your complaint within 2 working days and aim to provide a full response within 10 working days. If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK

Information Commissioner's Office (ICO) which regulates and enforces data protection law in the UK.

The ICO contact details are:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow, Cheshire SK9 5AF

Tel: 0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number. Registration number: Z1843836.

If you would like more information, or have any questions about this policy, please contact CPRE Shropshire by email on admin@cpreshropshire.org.uk or write to the above Shropshire.

CPRE Shropshire, October 2024