

This policy was last updated in January 2023.

Introduction

The Real World Conservation Trust, who run the Explorers against Extinction & Sketch For Survival campaigns, takes its responsibility to protect your data very seriously.

The following Q&A's are intended to help you to understand how we collect, use, store, and protect information about you.

It refers to personal data, i.e. any information which identifies you or which can be identified as relating to you personally.

Contact Us

If at any time you have a question relating to this policy, wish to change your preferences (for example to unsubscribe from emails you have previously opted into), or exercise your data protection rights, please don't hesitate to contact us in one of the following ways:

Email: info@realworldconservation.org.uk

Phone: +44(0)1692 218189 (our usual office hours are 9 am-4.30 pm Monday to Thursday UK time)

Write to: RWCT, Lower Farm Barns, Happisburgh, Norwich, Norfolk, NR12 0QQ, UK.

Who we are

The Real World Conservation Trust (RWCT) is a UK registered charity, number 1177505. It is registered with the Charity Commission for England and Wales.

With regards to protecting your data, RWCT is a data controller, subject to the Data Protection Act 1998 (DPA) and the General Data Protection Regulation 2018 (GDPR).

What personal data do we collect?

The following section describes the types of personal information we collect as a charity and how this data is collected.

1. Personal data you provide

The data you provide may include personal information, such as your name, address, telephone numbers, e-mail address.

You might provide this through our website, via email, in paper form, or verbally.

Examples of times you might actively provide data to us are:

- Registering for an auction
- Signing up for a newsletter
- Making a donation
- Purchasing a product from our shop
- Answering a survey
- Registering for an event
- Through general communication/queries with our staff via phone or email.

Data may sometimes be collected at RWCT events, but you will always be informed about this and be asked to opt in or opt out.

You may have also told us about your interests and preferences, such as the type of campaigns/projects you are most interested in, or the ways that you would like to be involved with the charity, or you may have given details such as your company or employer, which will help us build up a picture of the types of activities you might be interested in hearing about in future.

If you are volunteering, we may ask for additional information from you, for example emergency contact details or details required to conduct a reference check, but you will be aware of the data being collected as we will ask you specifically for this.

2. Personal data generated by your activities with RWCT

When interacting with RWCT online, some of your data may be collected.

Examples of times your personal data may be generated by your activities are:

Your IP address logged when you visit our website. This is analysed by the Google Analytics service. Using Analytics helps us to better understand how people use our website and how we can improve our site for the future, however, you can opt out of Google Analytics by downloading an add-on to your web browser. Read Google's privacy policy here: <https://policies.google.com/privacy>

Your IP address is also logged when you sign up to our email newsletter. This information is recorded by Constant Contact, part of the Endurance Group, our newsletter partner as part of our record of your consent to receive emails from RWCT. Read their Privacy Policy here: www.endurance.com/privacy/privacy

Our website uses local storage such as cookies. When we provide services, we want to make them easy, useful and reliable. Where services are delivered on the internet, this sometimes involves placing small amounts of information on your device, for example your computer or mobile phone. These include small files known as cookies. They can be disabled through the browser setting on your computer/phone.

These pieces of information are used to improve services for you through, for example:

Enabling a service to recognise your device so you don't have to give the same information several times during one task

Measuring how many people are using services, so they can be made easier to use and there's enough capacity to ensure they are fast

In addition, records of how you have been involved with RWCT in the past, for example through donating, purchasing or attending a RWCT events, are kept on our database as a record of your support.

3. Information from third parties

We sometimes receive personal data about individuals from third parties. An example would be when you make a donation to RWCT through JustGiving or Virgin Money Giving who will then send us your information. We may receive your personal details from third party organisations, such as from corporate partners, where you have provided consent for your personal details to be shared with RWCT. This may be in relation to a joint campaign, fundraising activity or a co-hosted event.

Personal data could be information such as your name and contact details, and/or financial information if it is a transaction. This will be data that you have provided to the third party, as in section 1.

Details such as your age group and location may be provided through your activity on our social media pages as it is analysed by Facebook, Instagram and Twitter. This data is used to ensure that you are receiving relevant and timely information about our work.

In instances where we are receiving information from a third party organisation they will have informed you via a privacy notice; please check the relevant websites for their privacy policies and to set your data preferences.

We may also obtain information about you from a family member, friend, or contact who contacts us on your behalf or if a fundraiser passes on your details to us.

4. Special categories of personal data

We do not normally collect or store special categories of personal data (also known as sensitive personal data). However there are some exceptions and situations where this will occur. In these instances, we will always ask for your consent before collecting the relevant information. For example, we may collect health information on dietary allergies or 'mobility-access' requirements if you sign up to attend an RWCT event.

5. Accidents or incidents

If an accident or incident occurs on our property, at one of our events, or involving one of our staff or volunteers we'll keep a record of this (which may include personal data and sensitive personal data).

6. Partnerships

If you are an employee of a company, charity, Charitable Trust, or Charitable Foundation we work with, we may have a record of your name and work-related contact details (including telephone, address and email), and your signature relating to any contracts. In instances where we have a contract with an organisation, such as a corporate partnership, it may be necessary for RWCT to process the personal information of your name and work-related contact details to enable RWCT to carry out the contract requirements to which your organisation is a party.

How do we use your information?

This section describes the purposes for which we would process and store your data.

1. Administration

In order to carry out the work of the charity we may:

Keep your personal data such as name and contact details alongside records of your involvement with RWCT so that we can work effectively with our volunteers, members and supporters and acknowledge your support. We may need to keep certain personal data to fulfil a transaction (such as a purchase or contract) or to manage an event.

We will keep records of financial transactions, such as donations, and information such as Gift Aid instructions in order to comply with our financial responsibilities to HMRC (however we do not keep records of your payment details once the payment has been processed by RWCT)

Write to you or email you regarding a donation, membership, or product you have bought to confirm receipt of funds and to let you know about the impact of your donation.

We will keep information that allows us to respect your choices and preferences (e.g. if you ask not to receive marketing material, we'll keep a record of this).

2. Marketing

As a charity we rely on fundraising to achieve our objectives and therefore keeping in touch with you about our work and activities is an important activity. However, we want to make sure that we are doing this in line with your preferences and choices and that you are not receiving any information from us that you do not wish to. You are always in control of your data.

We require your consent to send you emails that contain marketing and therefore we will only send these to you if you have specifically opted in to receive them by signing up to email newsletters. Our email newsletters are sent using Constant Contact (please see a link to their

privacy policy above). Our emails generally contain information such as news and updates about our conservation work, events, campaigns and news items relevant to wildlife.

You can change your email preferences at any time by contacting us or using the unsubscribe on each newsletter.

We may send you postal mailings if we consider this will be of interest to you and it is in the legitimate interest of the charity but we will ensure that any mailings are appropriate and proportionate, and you may opt out of receiving postal communications at any time by contacting us.

Our emails and/or postal mailings may occasionally contain information about our partners, or third-party products and services, but these communications will always come from RWCT and will be incorporated into our own marketing materials.

If you wish to change your preferences, please contact us via the contact details at the start of this page.

3. Research and analysis

We may use your data to tailor our communications with you. For example, details we hold within our records such as your location may be used to send you more relevant information. This might include tailoring an email to contact only locally-based supporters regarding a particular event. In addition, information about you is gathered when you use external sites, including social media, that links to our page. Your data is analysed by these sites and may then be used by RWCT as a way to ensure you are receiving interesting and relevant content. By understanding your interests, we can tailor the updates and posts that you see. Using data in this way allows us to gather feedback and better share information with you. Please remember your data sharing preferences on external sites are not controlled by RWCT and we would advise that you check the privacy policies of all organisations you engage with.

We may also analyse your data in other ways to assist with our fundraising work. For example, where we have identified that you may have the capacity or affinity to support at a higher level, or to get involved in different activities with RWCT, we may use the information we hold about you to get in touch, or to identify connections between you and our existing circle of supporters.

4. Sharing your data

We will never sell your data.

We may share personal data for a specific purpose related to the administration of the charity, for example, with a courier carrying out a delivery, or when partnering with another charity or company on an event. We will ensure that partners and suppliers we work with are treating your data appropriately and complying with GDPR. We will be sure to inform you in each of these instances.

We may disclose your personal information if we are requested or required to do so by a regulator or in order to comply with any other applicable legal obligation.

What is our legal basis for processing data?

The legal reasons that we can process your personal data are the following.

It is in the legitimate interests of the charity. RWCT's legitimate interests include administration of the charity, keeping in touch with our supporter base, tailoring our communications, and sending out our e-newsletter.

It is necessary to complete (or prepare) a contract with you. A contract does not only refer to a formal signed document in this instance but also refers to RWCT fulfilling a transaction, through our website for example if you purchase a product from our online shop.

We have a legal obligation. We have certain legal obligations to retain data, particularly relating to financial information. For example, we must retain Gift Aid forms as a requirement of HMRC.

You have given us your consent. This will always apply to email marketing. We will only send you email newsletters if you have specifically given us your consent.

How is your personal data stored?

We ensure that any personal data we collect that needs to be stored is kept securely. We control who has access to your information, follow data protection policies and procedures, and ensure our staff receive data protection training on at least an annual basis.

When your data is stored by us or our secure suppliers, we will always ensure that this is retained in accordance with the law.

How long do we keep your personal information?

The length of time your data is stored for depends on the purposes for which it was collected and recorded. We follow an internal policy to ensure that data no longer required or meeting the purposes of collection will be deleted.

Your data protection rights

You have the right to request a copy of your personal data that has been recorded by RWCT, to have your data kept up-to-date, and/or to request for it to be deleted (though this will not apply where it is necessary for us to continue to use the data for a lawful reason). If you would like to make any requests relating to your data please contact us using the contact details above. Requests will be dealt with within 30 working days.

In addition, if you are a resident of the European Union, you can object to the processing of your personal data, ask us to restrict the processing of your personal data, or request portability of

your personal data. Again, you can exercise these rights by contacting us at the contact details above.

Similarly, if we have collected and processed your personal data with your consent, you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect the processing of your personal data conducted in reliance on lawful processing grounds other than consent.

You have the right to opt-out of the marketing communications we send you at any time. You can exercise this right by contacting us using the contact details above.

You have the right to complain to a data protection authority about our collection and use of your personal data. For more information, please contact your local data protection authority.

To find out more about your rights relating to your personal data please visit the Information Commissioner's Office (ICO) website: <https://ico.org.uk/for-the-public>. The ICO is the independent authority in the UK that oversees data protection regulation and upholds information rights.

Keeping us informed

It is important for us and for you that we store the correct information about you. To ensure that we are kept up-to-date, so that we can send you the mailings or information that you have requested, please contact us.

Changes to our Privacy Policy

RWCT will amend this Privacy Policy as necessary to ensure that it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our Privacy Policy will always be found on our website.