

## Living River Foundation

# Privacy Policy

### 1. WHO WE ARE

The Living River Foundation is a not for profit organisation set up to promote and advance improvements to the estuaries and tidal rivers around our coast for the plants, animals and the public benefit of those who live and work on them.

### 2. DATA PROTECTION

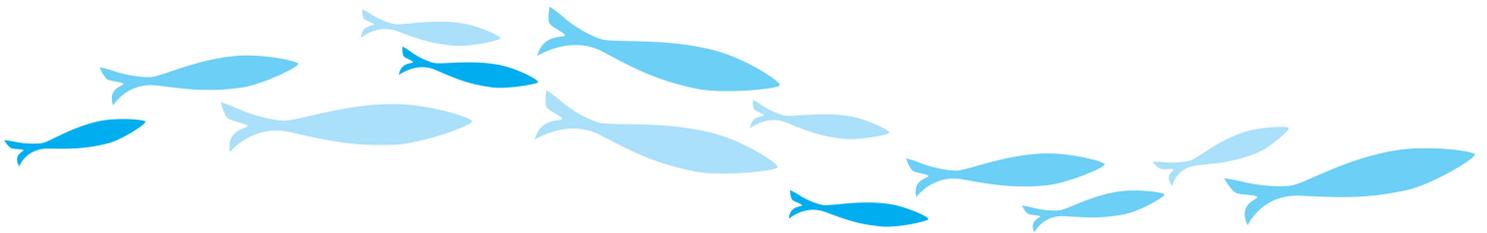
We take data protection very seriously and is committed to protecting your privacy and security. This policy explains how and why we use your personal data.

As you browse our website and whenever you communicate with us, we collect information. This deepens our understanding of what you are interested in, and helps us improve the efficiency of our conservation and fundraising communications. The more information we have, the more efficiently we are able to operate and the more funds we can direct into conservation activities.

LRF takes great care to preserve your privacy and safeguard any personal details you provide to us, and we will never exchange or sell your information to another organisation unless you give us your permission. We know that this is important to you and want to reassure you that you are always in control of how we use your personal information for marketing and fundraising activities.

You can decide not to receive our communications or change how we contact you at any time. If you wish to do so, or have any questions about this privacy policy or how we use your





personal data, please contact [info@living-river.org](mailto:info@living-river.org) or write to LRF at Unit 12 Innovation Studios, Canal Road, Strood, ME2 4DT

### 3. WHAT INFORMATION DO WE COLLECT?

We collect and use your personal information for carefully considered and legitimate charitable business purposes that help ensure we can run the organisation and its projects, raise funds and deliver our charitable objectives. This policy sets out how we use your personal data, what data we collect, and the legal basis for its use and outlines your rights in respect of your personal data.

#### **Personal data you give us**

We collect personal data you provide us with when joining us as a volunteer or supporter with us in any form including via our website. For example:

- personal details (name, date of birth, email, telephone etc.) when you join as a volunteer or supporter;
- details of your interests and preferences (such as, the types of projects you are interested in or have supported us for).

#### **Information created by your involvement with LRF**

Your activities and involvement with LRF is the core way that will result in personal data being created, including details of how you have helped us by volunteering or being involved with our campaigns and activities.

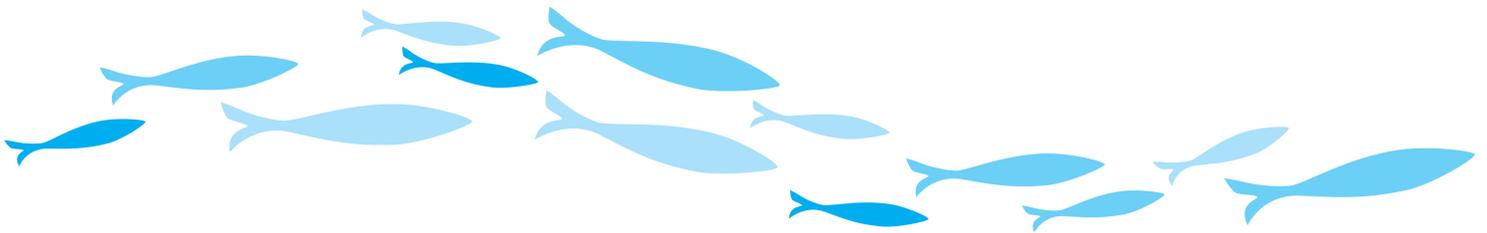
If you donate to us then we will keep records of when and how much you gave to a particular appeal or campaign.

#### **Information we generate**

We conduct research and analysis on the information we hold. For example, by analysing your interests and involvement we can understand what projects are of interest.

#### **Information from third parties**





We do not currently receive information about individuals from third parties. If this does occur, we'll take extra care to ensure your privacy rights are protected, in the same way we keep the direct information provide safe.

We use social media platforms for engaging with our supporters, such as Facebook and Twitter. As a result, these systems collect information from social media where you have given them permission to do so.

### **Sensitive personal data**

We do not normally collect or store sensitive personal data (such as information relating to health, race, religious beliefs or political opinions) about supporters and members. If this does occur, we'll take extra care to ensure your privacy rights are protected.

### **Volunteers**

If you are a volunteer then we may collect extra information about you (for example, references, details of emergency contacts, medical conditions etc.). This information will be retained for legal reasons to protect both us and you, as well as for safeguarding purposes (i.e. if volunteers are under certain age and cannot join certain activities).

## **4. HOW WE USE INFORMATION**

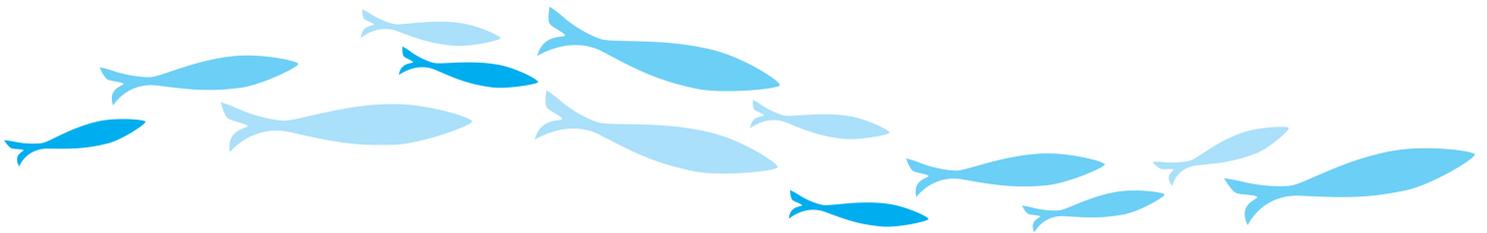
We always strive to provide a clear, honest and transparent approach regarding how and when we collect and use your personal data, we'll only use your personal data where you would expect us to do so and we'll only use your information for the purpose or purposes it was collected for, including as follows:

### **Marketing**

We use personal data to communicate with people and to promote the work we do with corporate supporters. This includes keeping you up-to-date with our news, updates, campaigns and ways you can help. When it is used for corporate supporters it is used in aggregate, i.e. 20 people from Strood attended all the events of this year.

### **Administration**





We use personal data for administrative purposes. This includes maintaining databases of our volunteers, members and supporters, and helping us respect your choices and preferences. If you ask not to receive newsletters, we'll keep a record of this.

### **Internal research and analysis**

We carry out internal research and analysis using the data provided by our supporters, donors and volunteers, to determine the success of campaigns and appeals, better understand behaviour and responses and identify patterns and trends. This helps inform our approach towards campaigning and development of future projects.

We aggregate and anonymise personal data so that it can no longer be linked to any particular person. This information can be used for a variety of purposes, such as recruiting new supporters, or to identify trends or patterns within our existing supporter base. This information helps inform our actions and improve our campaigns, products/services and materials.

## **5. DISCLOSING AND SHARING DATA**

We will never sell your personal data.

### **Subcontractors and partners**

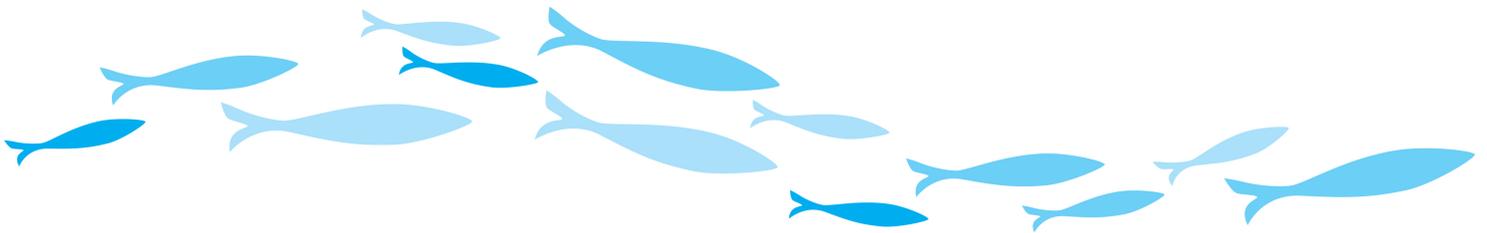
We do not share personal data with subcontractors or suppliers. If this changes in the future we will notify you.

Occasionally, where we collaborate with other organisations, we may also share information with them (for example, if you register to attend an event being jointly organised by us). We will only share information when necessary and we'll make sure to notify you first.

### **Cookies**

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity.





You can set your browser to not accept cookies; each browser provider will have information on how to do this. In a few cases some of our website features may not function correctly as a result. We use Google Analytics to help us understand how our website is performing and to collect data about traffic through our website via Google advertising cookies and anonymous identifiers. I.

LRF will not facilitate the merging of personally-identifiable information with non-personally identifiable information collected through any Google advertising product or feature unless there is robust notice of, and the user's prior affirmative (i.e., opt-in) consent to, that merger. You can prevent Google from recording the data generated by the cookie in relation to your use of the site (including your IP address) and from processing this data by downloading and installing the browser plug-in available via the following link: <https://tools.google.com/dlpage/gaoptout>.

## 6. CHILDREN AND YOUNG PEOPLE

### **Parental permission**

If your child is under 18 then we'll need permission from you as their parent or guardian for them to engage with the Living River Foundation. At this moment the safeguarding process is being developed, but LRF does not have suitable amounts of staff or volunteers to facilitate young groups without parents or guardians present.

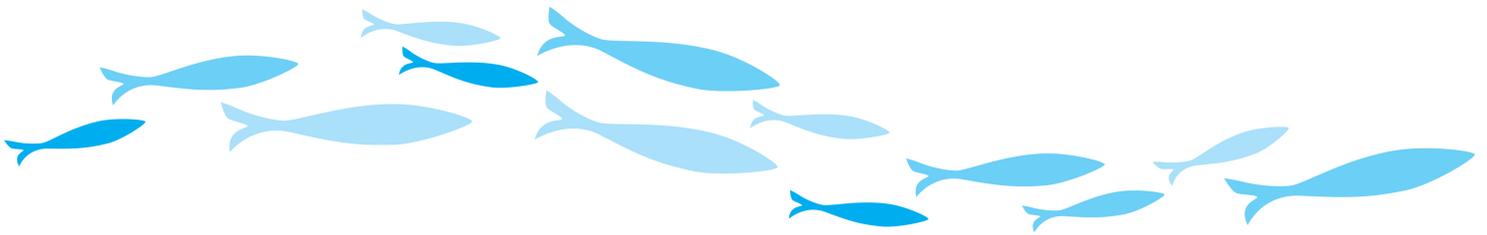
### **Social media**

We will not create, distribute or share images of identifiable children or young people without knowledge of express permission supplied by a parent or guardian.

### **Information for parents**

We take great care to protect and respect the rights of individuals in relation to their personal data, especially in the case of children. If your child is under 18, we'll only use his or her personal data with your consent.





## 7. HOW WE PROTECT DATA

We use various physical and technical measures to keep your personal data safe and to prevent unauthorised access to, or use or disclosure of your personal information. Electronic data and databases are stored on secure computer systems and we control who has access to information (using both physical and electronic means). Our staff receive data protection training and we have a set of detailed data protection procedures which staff are required to follow when handling personal data.

## 8. STORAGE

### **Where we store information**

LRF is based in the UK and we store our data within the European Economic Area (EEA). Some organisations that provide services to us may transfer personal data outside the EEA, but we will only allow them to do this if your data is adequately protected.

For example, some of data is stored on Dropbox. We allow this as the personal data held will still be adequately protected, as Dropbox is certified under the USA's Privacy Shield scheme regarding the collection, use and retention of personal information transferred from the European Union and the EEA to the United States.

### **How long we store information for**

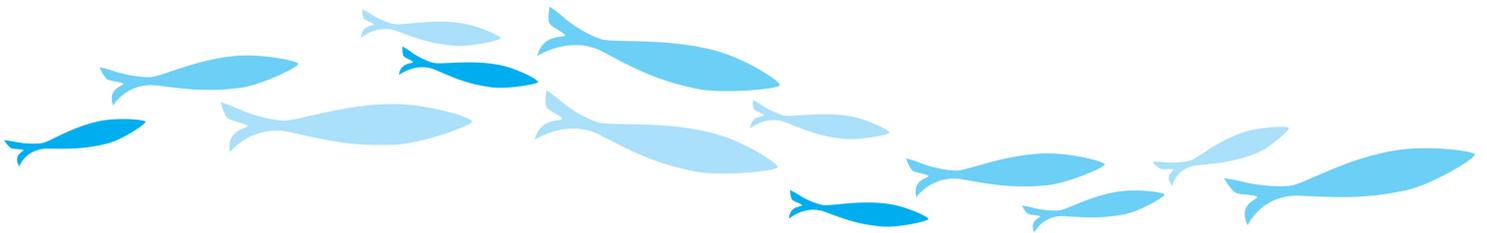
We will only use and store information for as long as it is required for the purposes for which it was collected. How long this will be depends on the type of information and how it is used. We continually review what information we hold and delete what is no longer required.

## 10. DATA PROTECTION RIGHTS

We want to ensure you remain in control of your personal data. Part of this is making sure you understand your legal rights, which are as follows:

- the right to confirmation as to whether or not we have your personal data and, if we do, to obtain a copy of the personal information we hold (this is known as a subject access request);





- the right to have your data erased (though this will not apply where it is necessary for us to continue to use the data for a lawful reason);
- the right to have inaccurate data rectified;
- the right to object to your data being used for performance of the organisation.

Please keep in mind that there are exceptions to the rights above and, although we will always try to respond to your satisfaction however, there may be situations where we are unable to do so. If you need to contact for any of the above please email us at [info@living-river.org](mailto:info@living-river.org)

### **Complaints**

In the first instance, please talk to us using the details set out above. You also have the right to contact the Information Commissioner's Office (ICO) if you have any concerns about data protection at [www.ico.org.uk](http://www.ico.org.uk) or by calling 0303 123 1113.

## **11. LINKS TO OTHER SITES**

### **Links to other sites**

Our website contains hyperlinks to many other websites. We are not responsible for the content or functionality of any of those external websites

If an external website requests personal information from you (e.g. in connection with an order for goods or services), the information you provide will not be covered by the LRF's Privacy Policy.

## **12. CHANGES TO THIS PRIVACY POLICY**

This Privacy Policy may change from time-to-time, for instance to reflect new legal requirements. Please visit this website page to keep up-to-date with any changes.

This Privacy Policy was last updated on 2<sup>nd</sup> July 2018.

