

Yatton and Congresbury Wildlife Action Group

Privacy Policy

Our contact details

Name: Yatton and Congresbury Wildlife Action Group ('YACWAG')
E-mail: contact@yacwag.org.uk
Registered charity no. 1076362

The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details such as email address).
- Through our website members are directed to software 'MemberMojo' to submit and pay for membership. This software captures personal information such as name, address, email addresses and information required to activate gift aid contributions.
- Using G4 Analytics website user information is also captured to help us understand visitor journeys across the website.
- We also collect information relating to members' interests e.g. birds, bats etc to enable us communicate to those members in a way that covers their interests or involvement in work parties/volunteering etc.

Our aim is to safeguard your privacy whilst providing a personalised and valuable experience. Collecting personal information is necessary if we are to satisfy the expectations and requirements of our supporters. It's also a legal requirement for some of the things we do, such as processing memberships, making donations or purchasing from our online shop.

Our commitment to you:

- We will collect, process and use the personal data that you share with us in a way that is fair, transparent, and honest.
- We will only hold and use the personal data that you share with us in the ways you say we can.
- You have the right to amend or withdraw your consent about the ways in which we hold and use your personal data at any time.
- We will always respect your personal data rights as detailed in current data protection legislation.
- As a responsible organisation, we will always comply with our responsibilities and obligations as detailed in current data protection legislation.
- We will do all that we can to protect the personal data that you share with us through reasonable technical and organisational safeguards and measures.
- We will make sure we manage your data in line with the rights that you have under the 2018 Data Protection Act, including the right to object or restrict the ways in which we process your data, and your right to request the erasure of your data.
- We will always comply with the current UK Information Commissioner's Office guidance.

All the data that we use is held in accordance with the requirements laid out in current data protection legislation. If you have any requests concerning your personal information or any questions about how we manage our data, please [contact us](#).

Ways in which we use your personal information

In some areas of our website and other communications, we ask you to provide personal information that will enable us to enhance your site visit or contact you with information you request or that may be of interest to you, such as when you subscribe to our emails, make a donation, or take an online action. We also collect your details when you email or call us with an enquiry or complaint so we can respond effectively to you. We also collect information about the things you do on the website. This includes personal information such as your name, postal address, phone number and email address.

We may analyse the personal information you provide and may make use of additional information sources to help us build a better profile of you. This helps us to understand you better, to improve the service we're able to provide and to make sure our communications to you are as relevant as possible. We may also use your personal information to detect and reduce fraud and credit risk, helping to keep you, and us, as safe as we can.

We keep your personal information only for as long as required for the purposes for which it's supplied. Where your information is no longer required, we will always make sure it is disposed of in a safe and secure manner.

We will only ever use your data in line with our commitments to you. Should you have any concerns about this, please [contact us](#).

Our communications

We will only ever contact you directly using the methods for which you have given your clear consent.

We want to give you as much control over the ways we communicate with you as possible. If you'd prefer we did things differently – or even stop contacting you entirely – all communications from us will always explain how to opt out of future communications or change your preferences. Our aim is to give you complete control over how we use your personal data that you share with us.

Alternatively, you can always contact us via our [contact form](#).

How we hold and process your personal data

To ensure that we communicate with you through your preferred channels (e.g. email, phone [or text message/post if appropriate]), you can update your preferences at any time. To change your preferences, please [contact us](#).

To be compliant with the Data Protection Act 2018, we need to have a legal basis through which we may hold and process your data. Having completed the relevant assessments, YACWAG is using legitimate interest as our legal basis for all communication.

Sharing your data

We will never sell your details to other organisations.

If you sign a petition which involves a hand-in, for example a petition to be handed in to the government, it may be necessary to include some contact details on the petition hand-in. These details will not be shared further. We would only disclose your data if we were obliged to do so by law.

Keeping your details up to date

The accuracy of your information is important to us. If you change your home or email address, or if any of the other information we hold is inaccurate or changes in any way, or even if you simply wish to check that the data you have shared with us is up to date, please use your login details to update such information on MemberMojo.

Security

We know how much trust you place in us when you share your personal data. Because of that we place great importance on the security of your personal information and will always take appropriate precautions to protect it. This applies both to the physical security of the data that we hold, and the high level of digital security features that we use.

This website and the checkout pages on our online shop use industry-standard software protection for secure financial transactions. Your personal information, such as your credit card number, name and address, is securely encrypted so that it cannot be read as the information travels over the internet. We never hold your credit card details on our website or in our own records.

Even with all these precautions, no data transmission over the internet can be guaranteed to be 100% secure. So, while we strive to protect your personal information, we cannot guarantee the security of any information which you disclose to us online and you must understand that you do so at your own risk.

Website tracking

As part of our security measures, every time our website is accessed, we record the date, time and the IP address used. In some circumstances this may mean that these details are linked to the personal data you have shared. Sometimes the device used to access the website (e.g., a mobile phone, tablet, laptop) may provide us with further information, such as the device and operating system. Using this information helps us to improve our site performance, for example by understanding the times of day and days of the week when we see peak traffic, and to assess the popularity of different areas of the site.

Use of cookies

Cookies are small pieces of information sent by a web server to a web browser, which enable the server to collect information from the browser. Like many websites, YACWAG uses cookies to provide you with a more personalised web service, including monitoring the performance of our web pages, building a profile of the ways in which you use our website and finding people with similar profiles to

you, which helps us to provide personalised content on social media sites you visit. Read further information about our use of [cookies](#).

You may avoid the use of cookies by selecting the appropriate settings on your browser (more details of how to change this will depend on which browser you are using (e.g., Google Chrome or Microsoft Internet Explorer). Please note that if you do this you may not be able to use the full functionality of our website.

Changes

We may make changes to this policy from time to time. If we change our Privacy Policy we will post the changes on this page, and will hold a record of the changes that we make. When we make significant changes to this policy we will communicate with our supporters to tell them what has changed. Please revisit the policy when you want to confirm how we use your personal information. This policy was last revised in November 2023.

Access to your personal information

Under the General Data Protection Regulation, you have the right to request and be sent:

- confirmation that your data is being processed;
- access to your personal data; and
- other supplementary information that we hold about you.

You can make a request via the [contact form](#) on our website. We will take steps to confirm your identity before releasing any information to you. We will not charge you for providing the information that you request. We will respond to your request within one calendar month of the request, unless there are exceptional circumstances.

Your rights and acceptance of this policy

By sharing your consent preferences and using our website, you consent to the collection and use of information by YACWAG in accordance with our Privacy Policy. If you do not agree to this policy, please do not use our website.

Any personal information submitted via our website is treated in accordance with current UK data protection legislation (from May 25, 2018, we will be working in accordance with the Data Protection Act 2018). To find out more about your entitlements under current and future data protection legislation, visit the Information Commissioner's website.

Privacy policy for minors

The protection of minors is very important to us, so we won't actively seek opportunities to collect personal information from under-18s. However, we don't want to exclude under-18s from opportunities to support our work either (with the exception of donations), so we may sometimes need to store their personal information. Where appropriate, we'll ask under-18s for their date of birth to make sure they're completely excluded from our fundraising activities.

Minors should always ask a parent or guardian for permission before sending personal information to anyone online.

Information retention

We will hold your personal information on our systems for as long as is appropriate for the activity that you are supporting (for example participating in a campaign, volunteering or making a donation to support our work). If you ask for your personal information to be deleted we will manage your request in a transparent way and we will regularly review the data we hold to ensure it is held in line with consent of the person who shared it with us.

Email

While we will take all reasonable steps to protect and secure your personal data, we cannot guarantee the confidentiality of any messages transmitted between you and us via email as these are potentially accessible by the public. We will not be liable to you or anyone else for any loss relating to any email message sent by you to us or by us to you.

Like many organisations, we can estimate how many supporters open our emails by counting how many have downloaded the images in them. We also track how many supporters click the links in our emails. By keeping track of which emails our supporters open and click, we can find out what content is popular, and therefore send more of the kind of emails our supporters read. It also means that if a supporter – like you – appears to have stopped opening or clicking emails, we can ask them why. This feedback helps us to improve our emails for the future.

Sensitive information

When using our services, you may choose to provide us with information which is defined as sensitive personal information under the terms of the Data Protection Act 2018. Examples of sensitive information include details of your ethnicity or state of health. As with all the personal information which you provide to us, we shall use and store this information carefully in accordance with this Privacy Policy. We will always explain why we are collecting this kind of information if we ever ask for it, and we will always ask for your consent to use this data.

This Privacy Policy is governed by the laws of England, Wales and Northern Ireland.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us via our website on our [contact us](#) page.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>