



# PRIVACY & DATA PROTECTION POLICY



Your personal data is yours and we want you to be confident that we are using it responsibly and that you can tell us to stop using it if you want.



We collect information about you that can be used to identify you so that we can carry out our work, raise funds and keep you informed.

Urban Wilderness Stoke CIC is the **Data Controller** of your personal information.

# EMAILS



If you send an email to us, we keep your email address for correspondence.



If you **subscribe** to our email newsletter, we collect and keep your email address, unless and until you unsubscribe.

We won't share your email with anyone (apart from our own service providers) without your consent.

# EVENTS



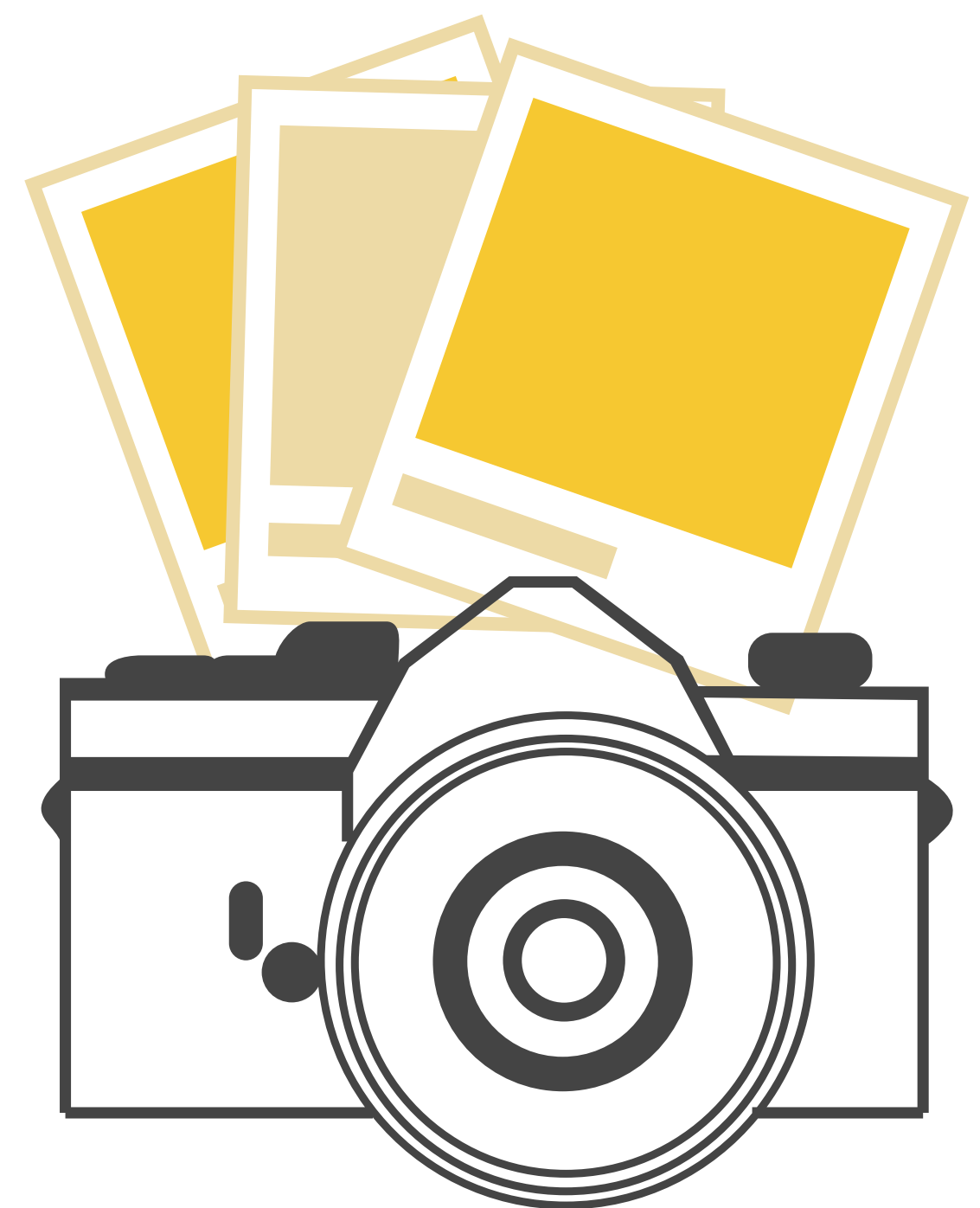
If you attend one of our events, we may collect your name, email address, phone number and postcode.

We may **report aggregate, statistical information** to our funders or partners that does not identify you as an individual.

If you attend one of our events, you may be **recorded, photographed or filmed**.

There will be information signs displayed about this or we will ask you for consent. Please speak to a member of staff if you wish not to be recorded.

We may use images or recordings for **promotional purposes** or to report to our funders and partners.



# ONLINE



If you post something something about Urban Wilderness publicly on **social media**, we may record that post for use in publicity or evaluation.

Our **websites** collect **IP addresses and visitor data** (time & date, pages visited, referring website and internet browser).

We collect this data to analyze how the website is used and improve it.



Our websites use '**cookies**' which are text files placed on your computer which help us to determine unique visitor numbers.

This is **anonymous** and doesn't collect data from your computer, only the data created by your browsing. You can choose not to accept cookies by changing your browser settings. Visit **[aboutcookies.org](https://aboutcookies.org)** for information on how to do this.



# WORKING WITH US

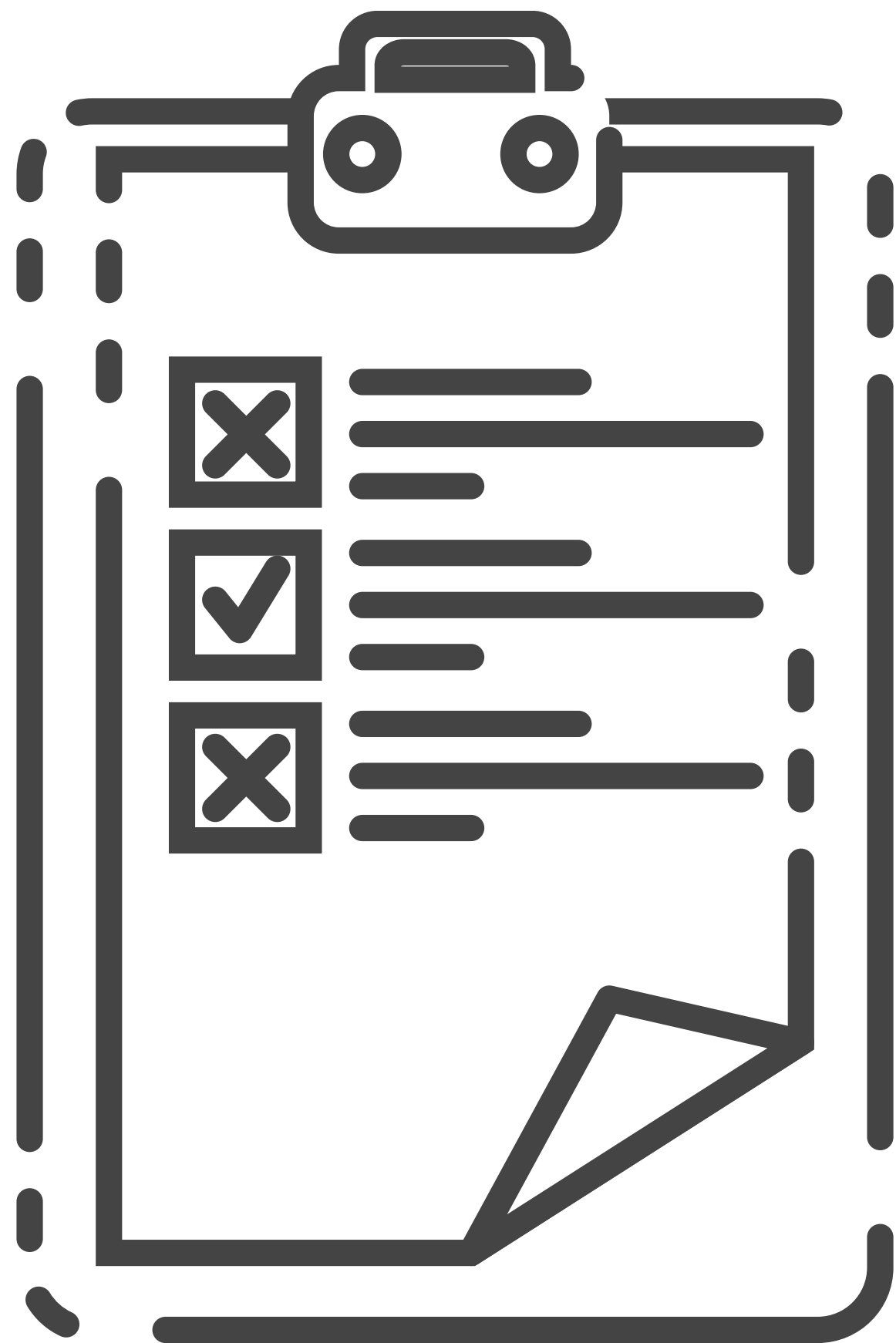
If you **volunteer or work with us**, we will collect your name, email address, home address, phone number, age bracket and information that helps us to support you in your work, such as dietary or access requirements.



If you send us an **invoice**, we collect your name, address and bank details.

We sometimes work with **academic partners** who have specific data requirements which will be detailed and informed for the relevant project participants.

# FORMS



If you complete a **form to register interest** or to be kept informed, we may collect your name, email address, phone number and age bracket.

Some of our forms are **anonymous** and do not collect any personal information that would identify you, such as forms for diversity monitoring and general feedback.

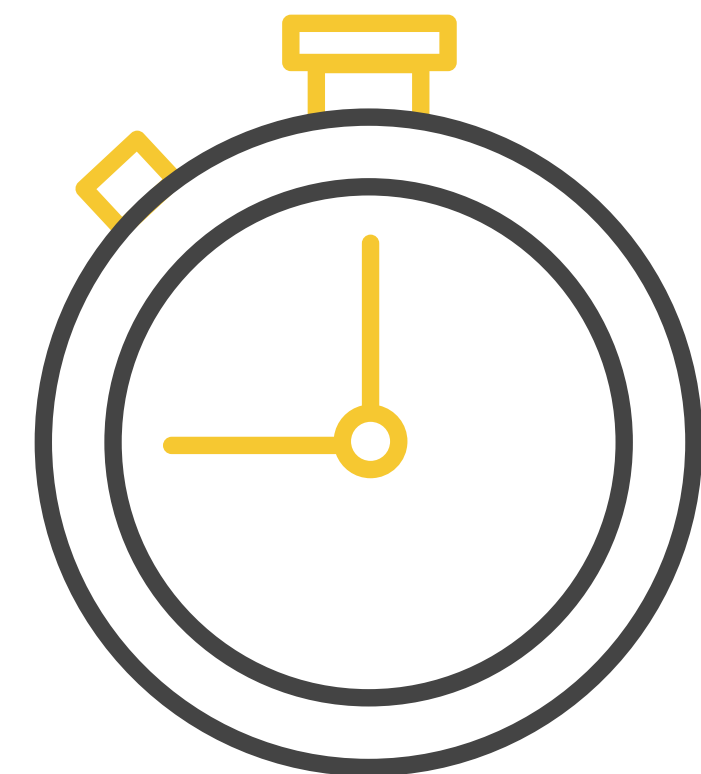
# STORAGE



Personal data we keep is stored on password protected online storage drives or password protected online services such as email accounts, bank accounts and company management services.

Any paper documents containing personal information are scanned and uploaded to password protected online storage and the paper copies securely destroyed.

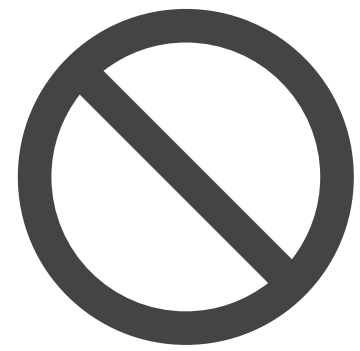
We will erase documents containing personal data when it is no longer needed. The maximum time that any documents will be kept is 6 years.





# YOUR RIGHTS

You can ask us to:



Stop using your personal information



Tell you the personal information we hold about you



Correct any personal information we hold about you



Remove your personal information from our storage

**Email:** [info@urbanwildernesscic.com](mailto:info@urbanwildernesscic.com)

**Address:** Urban Wilderness, 72 Hartshill Road, Stoke, ST4 7RB

We will provide personal data to the police, regulatory or government authority if we are required by law.

We will comply with all relevant privacy legislation, including the Data Protection Act 1998, the Privacy & Electronic Communication Regulations 2003 and GDPR

Visit **[ico.org.uk/for-the-public](https://ico.org.uk/for-the-public)** for more information on your rights

We welcome feedback, we can always improve. Let us know if there are things we can do better.



**Urban Wilderness**

**Website:** [urbanwildernesscic.com](https://urbanwildernesscic.com)

**Email:** [info@urbanwildernesscic.com](mailto:info@urbanwildernesscic.com)

Dated: February 2021

This policy will be reviewed and updated by February 2022