



Wild Welfare Data Protection Policy

Policy statement

Wild Welfare is committed to protecting the rights and privacy of individuals, volunteers, staff and others in accordance with the General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679).

Legal Requirements

Data is protected by GDPR, which became enforceable on 25th May 2018. Its purpose is to protect the rights and privacy of individuals and to ensure that personal data is not processed without their knowledge, and, wherever possible, is not processed without their consent. The Regulation requires Wild Welfare to register the fact that it holds personal data and to acknowledge the right of 'subject access' – supporters and staff must have the right to access copies of their personal data and any such requests made to the charity shall be dealt with in a timely manner.

Managing Data Protection

This policy will be reviewed at least annually.

What data do we collect?

Wild Welfare collects the following data:

Non-personal information such as IP addresses (the location of the computer on the internet), pages accessed and files downloaded. This helps Wild Welfare determine how many people use its website, how many people visit on a regular basis, and how popular web pages are. This information does not tell Wild Welfare who you are or where you live, it only provides information that enables Wild Welfare to improve its charitable aims.

Personal information such as name, email address, phone number, etc. Wild Welfare collects this information in connection with specific activities, such as newsletter requests, membership requests, feedback, donations, fundraising event applications, fundraising appeals etc. The information is either needed to fulfil your request or to enable Wild Welfare to provide you with a more personalised service. You do not have to disclose any of this information to browse the Wild Welfare website, if you choose to withhold requested information, however, Wild Welfare may not be able to provide you with certain services.

How do we use your data?

Data is collected and used by Wild Welfare in order to:

- send you supporter and fundraising communications.
- send you administrative communications, for example confirming a direct debit instruction when you have made a donation to us.
- send you updates on our projects and ongoing work, for example monthly and annual reports.
- send you information on how you can be involved with Wild Welfare as a supporter, member or partner.

Social Media and Other Platforms

Wild Welfare operates accounts on a number of social media and other web pages (including Facebook, Twitter, Instagram, YouTube and LinkedIn). This policy does not detail how these social media providers will use your information so you need to refer to their individual privacy policies before sharing data, making use of their individual privacy settings and reporting mechanisms to control how your data is used by them.

Wild Welfare uses the online platform [Mailchimp](#) to provide our email newsletters. If you have signed up to our newsletter you have opted in to consent for us to use your data as outlined on our Mailchimp account and recipients are able to opt out of receiving information if they wish. You can view Mailchimp's Privacy Policy [HERE](#).

Wild Welfare uses the CAF Donate payment gateway to process all donations. To make an online donation or payment by direct debit or payment card, you will be directed to a payment gateway which uses security features and encryption to ensure your data remains safe. CAF will use, retain and disclose your personal and credit card details for this purpose and as set out in their privacy policy [HERE](#), including transferring your data outside of the European Economic Area. Where such transfer occurs, Wild Welfare ensures your data is adequately protected under UK data protection law.

Data Protection Principles

In terms of GDPR, Wild Welfare is the 'data controller', and as such determines the purpose for which, and the manner in which, any personal data is, or will be, processed.

Wild Welfare must ensure that:

- no data is passed to third parties for marketing purposes.
- no data is used for a purpose other than that agreed by data subjects.
- no data is sent to external organisations other than for administrative purposes.
- personal data is stored securely using modern software that is kept-up-to-date.
- access to personal data is limited only to those personnel who need access and appropriate security is in place to avoid unauthorised sharing of information.
- all personal data is deleted or destroyed after five years of dormancy.

Wild Welfare will:

- only contact supporters with information they have asked for.
- monitor the data held for its charitable purposes, ensuring the correct details are held in respect of the individuals about whom the data is held.
- not keep information that is not relevant to its charitable purposes.
- ensure all data is kept up to date and relevant for purpose.
- ensure all amendments to personal data are made immediately and data no longer required is deleted or destroyed.

In the event of a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data, Wild Welfare shall promptly assess the risk to people's rights and freedoms and if appropriate report this breach to the ICO ([more information on the ICO website](#)).

It is the responsibility of individuals and organisations to ensure the data held by Wild Welfare is accurate and up-to-date. Individuals should notify Wild Welfare of any changes, to enable held records to be updated accordingly. Supporters can update their preferences at any time by emailing dataprotection@wildwelfare.org

All individuals that the charity holds data on have the right to:

Access – You have the right to request Wild Welfare for copies of your personal data.

Rectification – You have the right to request that Wild Welfare correct any information you believe is inaccurate. You also have the right to request Wild Welfare complete the information you believe is incomplete.

Erasure – You have the right to request that Wild Welfare erase your personal data, under certain conditions.

Restrict processing – You have the right to request that Wild Welfare restrict the processing of your personal data, under certain conditions.

Object to processing – You have the right to object to Wild Welfare's processing of your personal data, under certain conditions.

Data portability – You have the right to request that Wild Welfare transfer the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, Wild Welfare will respond within 30 days. If you would like to exercise any of these rights, please contact us at: dataprotection@wildwelfare.org.

Reviewing this Policy

Wild Welfare keeps its Data Protection Policy under regular review and places any updates on this web page. This policy was last updated on 6 October 2020.

The Wild Welfare website contains links to other websites. Our policy applies only to our website, so if you click on a link to another website, you should read their individual policies to understand how your data will be collected and used.

If you have any questions about Wild Welfare's Data Protection Policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us. Email us at: dataprotection@wildwelfare.org

Should you wish to report a complaint or if you feel that Wild Welfare has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office (ICO).