

DATA PROTECTION & PRIVACY POLICY STATEMENT

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Contact: Mark Oliver

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HELP FOR THE WILD

Help for the Wild is committed to protecting your privacy and security. This policy explains how and why we use your personal data, to ensure you remain informed and in control of your information.

1. INTRODUCTION

Under regulations on personal data (the General Data Protection Regulation), which came into force on May 25th 2018, we have introduced this new policy that relies on you giving us your consent about how we can contact you. This means you have the choice as to whether you want to receive these messages and be able to select how you want to receive them (email, phone, post or text).

You can change your preferences or opt out of receiving communications at any time by contacting info@helpforthewild.org or calling us on 0300 365 1050 (from outside the UK +44 300 365 1050).

2. ABOUT US

Your personal data (i.e. any information which identifies you, or which can be identified as relating to you personally) will be collected and used by Help for the Wild. Our Registered Address is Kemp House, 160 City Road, London, United Kingdom, EC1V 2NX.

3. WHAT INFORMATION WE COLLECT

We collect data you provide to us. This includes the following:

- personal details (name, address, email address, telephone, etc.) when you make a donation to us or request to be added to our database, e.g. by signing up for our newsletter online, or completing a form via our website (www.helpforthewild.org & www.helpforthewild.com) or at an event or talk.
- financial information (payment information such as the last four digits of your credit/debit card or direct debit details, and whether donations are gift-aided).
- details of your interests and preferences (such as which projects you have supported/donated to, any particular aspects of conservation you are interested in, etc.).

We will never sell or rent your personal data, and will only ever share it with other organisations we work with where necessary, and if their privacy and security are guaranteed.

Your personal information is stored on a secure database managed and controlled by Help for the Wild. Data may be transferred to and from, or held in, non-EEA countries, for example the USA. We do not collect or store sensitive personal data (such as information relating to health, beliefs or political affiliation) about supporters.



4. HOW WE USE INFORMATION

We use personal data to communicate with people, to promote the work of Help for the Wild and to help with fundraising. This includes keeping you up to date with our conservation news, updates, campaigns and fundraising events.

We only ever use your personal data with your consent, or where it is necessary in order to:

- enter into, or perform, a contract with you;
- comply with a legal duty;
- protect your vital interests;
- for our own (or a third party's) lawful interests, provided your rights don't override these.

We also use personal data for administrative purposes (i.e. to carry on our fundraising and conservation work). This includes:

- receiving donations (e.g. direct debits or gift-aid instructions);
- maintaining databases of supporters; and
- helping us respect your choices and preferences (e.g. if you ask not to receive marketing material, we will keep a record of this).

We may evaluate, categorise and profile personal data in order to tailor materials, services and communications (including targeted email communication) and prevent unwanted material from filling up your inbox. This also helps us understand our supporters, improve our organisation and carry out research. When you receive a communication, we may collect information about how you respond to or interact with that communication, and this may affect how we communicate with you in future.

We may anonymise and encrypt personal data so that it can no longer be linked to a specific 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.

If you have opted out of receiving information by post, we may from time to time need to contact you by post if we believe that this is in our legitimate interest to do so, for example, if we need to confirm a donation or Gift Aid form with you and have been unable to contact you via your opt-in methods of communication. Please be assured that if you do opt out of contact by post, you will not receive any marketing information, newsletters or details of events or appeals, and we will only contact you by post if absolutely necessary.

5. DISCLOSING AND SHARING DATA

We will never sell or rent your personal data. If you have opted-in to receiving communications from us, we may contact you with information about the work of our partner organisations, but these communications will usually be incorporated into our own marketing materials.

As a not for profit organisation, we rely on donations and support from others to continue our work. From time to time we will contact supporters with fundraising material and communications. This might be about an appeal, a competition we are running, or to suggest ways you can raise funds (e.g. taking part in a sponsored event or activity, or even buying a product if Help for the Wild will receive some of the proceeds).

As with other marketing communications, we will only contact you specifically about fundraising if you have opted into receiving marketing from us. (You can, of course, unsubscribe at any time.)



6. DATA PROTECTION AND STORAGE

We employ a variety of physical and technical measures to keep your 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).

All electronic forms that request financial data will use the Secure Sockets Layer (SSL) protocol to encrypt the data between your browser and our servers.

If you use a credit card to donate, purchase a membership or purchase something online we will pass your credit card details securely to our payment provider (PayPal). Help for the Wild complies with the payment card industry data security standard (PCI-DSS) published by the PCI Security Standards Council, and will never store card details.

Of course, we cannot guarantee the security of your home computer or the internet, and any online communications (e.g. information provided by email or via the donations page on the Help for the Wild website) are at the user's own risk.

7. THE HELP FOR THE WILD WEBSITE

The website incorporates reasonable and appropriate safeguards using industry standard technology to heighten the security, accuracy and privacy of any Personal Information collected by Help for the Wild and its partner organisations.

All online donation transactions are encrypted using the Secure Socket Layers (SSL) protocol. (Such transactions are processed through PayPal Merchant Services PPMS). PayPal has validated PPMS compliance with the Payment Card Industry Data Security Standard (PCI DSS) and the Payment Application Data Security Standard (PA-DSS). Online transactions are not stored or processed on Help for the Wild servers. The purpose of PCI DSS is to prevent any compromise of cardholder information. PCI DSS Compliance gives consumers the confidence they need to know that organizations accepting donations are doing so in a verified, secure, and consistent fashion. These comprehensive standards are intended to help Help for the Wild proactively protect your account data — a responsibility we take very seriously.

8. KEEPING YOU IN CONTROL

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 subject access request);
- the right to have your data erased, sometimes known as 'the right to be forgotten' (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 marketing or profiling; and
- where technically feasible, you have the right to personal data you have provided to us, which we process automatically on the basis of your consent or the performance of a contract. This information will be provided in a common electronic format;
- the right to withdraw consent at any time. You can do this by contacting us at info@helpforthewild.org

9. RETENTION AND DISPOSAL OF DATA

Personal data may not be retained for longer than it is required. Help for the Wild fully understands its obligations under the GDPR to securely delete data no longer required for the purpose it was collected, or where a data subject has required to be forgotten. If you withdraw consent to us contacting you using the personal information you have provided, we may retain this information for a period of up to six years, in order to ensure that your instruction that you are not to be contacted is retained in our database. If you would prefer us to delete your information immediately, we would be happy to do so and the information will be deleted from our records within 30 days of notification.

If you choose to have your data erased, and you have made donations to Help for the Wild, we will encrypt your transaction history and disassociate it with your personal information. We do this so we can maintain accurate records of our income.

Help for the Wild fully understands that to contact the data subject for any reason other than these would be a breach of data protection and an infringement of that data subject's rights and Freedoms. Help for the Wild's data retention and data disposal procedures will apply in all cases.

Personal data must be disposed of in a way that protects the "rights and freedoms" of data subjects (e.g. shredding, disposal as confidential waste, secure electronic deletion) and in line with the GDPR secure disposal procedure.

9. COMPLAINTS

You can complain to Help for the Wild directly by contacting us at info@helpforthewild.org. If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office, which regulates and enforces data protection law in the UK. Details of how to do this can be found at www.ico.org.uk

10. CHANGES TO THIS PRIVACY POLICY

We will amend this Privacy Policy from time to time to ensure it remains up to date and accurately reflects how and why we use your personal data.

Any questions you have in relation to this policy or how we use your personal data should be sent to us at info@helpforthewild.org

This Privacy Policy was last updated on 29.01.2020.