

Privacy and Cookie Policy

CPRE Northamptonshire works to protect, promote and enhance our towns and countryside to make them better places to live, work and enjoy. We could not do this without support from people like you, and we are committed to protecting both your data and your privacy.

We want you to feel assured that any information you give us is held securely and safely, whether you are working for us, supporting us through membership, campaigning, donations, volunteering, fundraising or events.

This policy outlines what data we collect, how we may use it and how we keep your data safe. 'We' or 'us' means CPRE Northamptonshire, The Wheatsheaf, Spring Hill Farm, Harborough Road, Pitsford, Northampton NN6 9AA, registered charity [1116687](#), registered company number [5564879](#).

This Privacy and Cookie policy seeks to comprehensively cover the key areas relating to personal data held by us, but in the interests of clarity it is not an exhaustive list of all our policies and practices in these areas.

This policy will change from time to time, as we keep up to date with legislation and regulation and to remain aligned with any relevant changes in our programmes and operations.

If material changes are made, we will notify you by placing a prominent notice on our website. You can keep up to date by visiting these pages.

This text was last updated in **December 2018**.

Getting in touch

You have the right to ask for a copy of the information we hold about you and to have any inaccuracies in your information corrected. You also have the right to ask us to delete any personal information we hold about you. In some cases, we may be unable to delete data, such as if it is required for tax or Gift Aid purposes. In these cases, we will ensure that you are removed from future communications and processing. We are committed to ensuring you receive only those communications you choose.

You can access your personal data held by us or request to receive your information in part or its entirety in machine readable format.

For all questions or concerns regarding our Privacy Policy or the processing of your personal information, please do get in touch. You can write to:

The Data Protection Lead
CPRE Northamptonshire
The Wheatsheaf
Spring Hill Farm
Harborough Road
Pitsford
Northampton NN6 9AA

You can email info@cprenorthants.org.uk or call [01604 780000](tel:01604780000).

Cookie consent

By using our website, joining or donating to us, you agree that, unless you have set your computer's browser to reject them, we can place the types of cookies set out below on your device and use that data in accordance with this policy.

For more information about how we use cookies on this site, please review our Cookie Policy below.

Why and how we collect your data

When you give it to us directly

The vast majority of personal data we hold is given to us directly by our campaigners, supporters, and volunteers in the course of them interacting with our services, websites or fundraising activities.

When we are working with a third party

We may work with events, or fundraising sites such as Just Giving or Virgin Money Giving. These independent third parties will only share your data with us when you have given permission for CPRE Northamptonshire to contact you.

When your information is available publicly

We may combine information that we already have about you with information available publicly or information available from external sources to gain a better understanding of you.

When building a profile, we may analyse geographic, demographic and other information relating to you in order to better understand your interests and preferences in order to contact you with the most relevant communications. In doing this, we may use additional information from third party sources when it is available. Such information is compiled using publicly available data about you, such as Companies House, the Land Registry website or information that is published in articles and newspapers.

Depending on your settings or the privacy policies for social media and messaging services like Facebook or Twitter, you might give us permission to access information from those accounts or services.

You can opt out of your data being used in any of the above-mentioned ways at any time by contacting us at info@cprenorthants.org.uk or by calling **01604 780000**.

What data we collect

Personal information is any data that can be used to identify you. It can include, but is not limited to, any of the data listed below.

Data protection law recognises that there are sensitive categories of personal information, such as health information, racial or ethnic origin, or religious or other beliefs. We would only collect sensitive personal information where there is a clear need to do so such as health information to enable participation in a challenge event. Before we collect any sensitive personal information, we will make it clear what information we are collecting and the purpose we are collecting it for.

Information we collect from you directly or from third parties with whom we work, may include:

- Name
- Address
- Email address
- Telephone number
- Contact preferences
- Bank account details for setting up a regular direct debit
- Credit card details for processing credit card payments
- Employer details for processing a payroll gift taxpayer status for claiming Gift Aid
- National Insurance number
- Marital status
- Date of birth, age, and/or gender.

We do not use cookies to collect this type of information.

We may also collect and process information about your interactions with us, including details about our contacts with you through email, SMS, post, on the phone or in person. This might include the date, time, and method of contact, details about donations you make to us, events or activities that you register for or attend or any request for support.

We may also collect and record other relevant information you share with us about yourself, such as your interests or your affiliations with national CPRE, other charities, community or campaign groups, your Council or Planning Team.

Children's data

We are committed to protecting the privacy of children and young people who volunteer with us, fundraise for us, attend events organised by us or engage on our website. Where necessary we will obtain the consent of a parent or guardian in order to collect and use personal data of children.

If you are a child and would like to get involved with CPRE, please obtain your parent or guardian's consent before sending any personal information to any CPRE website. Where we have activities for those under 18, we will ask your age. Please ensure you speak to your parent or guardian before taking part in these activities.

How we use your data

Campaigning for a beautiful, living countryside is something we cannot do without the help of people who share our passion. Raising funds, running campaigns and involving as wide a range of people as we can in our activities is hugely important to us.

We try to offer diverse ways to support and get involved and use a range of channels to suit supporter preferences, such as our website, postal, email and telephone appeals, and postal and email newsletters and information publications. We may create profiles and database segmentation to ensure communications are relevant and timely and to provide the best possible experience for our supporters. We may also invite supporters to participate in research occasionally. We will always ensure we have your consent before contacting you by email or text for marketing purposes. We may telephone you provided you have given us your permission to do so, with campaign updates and occasional appeals. If you have not given us your permission, we will not telephone you for these marketing purposes.

The law allows personal data to be legally collected and used by an organisation if it is necessary for a legitimate business interest of the organisation - as long as its use is fair and balanced and does not unduly impact the rights of the individual concerned. We will send relevant marketing by post on the basis that it is within our legitimate interests to do so. If you feel you would like to reduce the amount of post you receive from us or prefer not to receive postal marketing at all, please contact the Data Protection Lead at info@cprenorthants.org.uk or **01604 780000**.

Data sharing within CPRE network

When you become a member of CPRE, you join both the national office and your local CPRE branch, in this case CPRE Northamptonshire. The branch will be automatically allocated according to your place of residence - or you can specify a preference at any time during your membership. CPRE National Office will share your contact details with us so that we may keep you informed of local news and events, and invite you to our events. You can choose not to receive certain communications from your branch at any time by contacting our Data Protection Lead.

Data sharing with third parties

We do not share, sell or swap your information with other organisations for their own marketing purposes. We will share membership data within the CPRE network as described above.

There are a number of legitimate situations where we may share your information with third parties, with whom we have contracted to fulfil specific services for us. This will include organisations such as mail fulfilment houses and email broadcasters who will send out our marketing materials on our behalf. In all of these situations we enter into an agreement that will ensure that those organisations are only authorised to use the data provided for the specific purposes that we direct, and that they have in place strict security requirements in order to protect your personal information.

We may disclose your personal information if we are requested or required to do so by a regulator or law enforcement or to enforce or apply our rights (including in relation to our website or other applicable terms and conditions) or to protect CPRE Northamptonshire, for example in cases of suspected fraud or defamation, or to comply with any other applicable legal obligation.

Keeping your personal information safe

We take appropriate physical, electronic and managerial measures to ensure that we keep your information secure, accurate and up to date. Although we use appropriate security measures once we have received your personal information, the transmission of information over the internet is never completely secure. We do our best to protect personal information, but we cannot guarantee the security of information transmitted to our website, so any transmission is at the user's own risk.

How long will we keep your data?

We remove personal data from our systems in line with our data retention policy. The length of time each category of data will be retained will vary on how long we need to process it, the reason it is collected, and in line with any statutory requirements. After this point the data will either be deleted or rendered anonymous. In certain specific situations, for example where a supporter has kindly pledged a legacy to CPRE in their Will, we will maintain their details up to the time when we need to carry out the legacy administration and communicate effectively with their family.

Some of the reasons why we may contact you

- Process donations or other payments
- Set up or alter a direct debit payment
- Notify you of opportunities to get involved in your local area, e.g. volunteering opportunities
- Ask you to support one of our campaigns, e.g. signing a petition or lobbying your MP
- Ask you to donate to one of our appeals
- Reclaim tax on your donations by claiming Gift Aid
- Send you publications such as Outlook
- Update you on campaigns or events through email newsletters
- Invite you to take part in a raffle or other gaming opportunity
- Participate in fundraising events
- Making or changing your Will
- For market research

If at any time you wish to change the information you receive from us or how you are contacted by us for marketing purposes, you may let us know, by contacting the CPRE Northamptonshire Data Protection Lead at info@cprenorthants.org.uk or **01604 780000**.

Cookie Policy

What are cookies?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit. Cookies are useful because they allow a website to recognise a user's device and help the owner of the website improve the user's experience of the site.

For more cookie information see: <http://allaboutcookies.org>.

Does CPRE Northamptonshire's website use cookies?

Yes. If you visit our website, we use cookies to record information about:

- the areas of the website you visit
- the amount of time you spend on the site
- whether you are new to the site, or have visited it before