



Privacy Policy

1. Who are we?

Worcestershire Wildlife Trust is a local charity working together with our members and volunteers to protect and conserve Worcestershire's wild places and wildlife for all to enjoy. We care for 75+ nature reserves throughout the county and organise events so that anyone and everyone can experience the beauty of wild Worcestershire.

We manage natural landscapes

Worcestershire Wildlife Trust manages almost 3,000 acres of land for wildlife, around 0.5% of the land in Worcestershire. We also work with others to encourage and help them to manage their land, from gardens to farms and community green spaces, for wildlife.

We teach people about the wonders of nature

We teach people of all ages to care for wildlife through our work with schools and young people, our family events and our wildlife courses for adults.

We stand up for wildlife in Worcestershire

We campaign to raise awareness about issues affecting wildlife locally and nationally. We work locally to ensure wildlife is protected - through our planning work, for example.

We advise others

We provide ecological consultancy services to local authorities, businesses and individuals.

2. Our commitment to your privacy

We are committed to keeping the personal details of our members and supporters safe. This policy explains how and why we use your personal data to ensure that you remain informed and in control of your information.

Any references to Worcestershire Wildlife Trust, the Trust, or to 'we' or 'us' refer to:

Worcestershire Wildlife Trust. We are a registered charity in England and Wales and our registered charity number is 256618.

WNCT Enterprises Limited, our charitable trading company (registered company number 01991532). The company is a wholly owned subsidiary of Worcestershire Wildlife Trust, which trades only to raise funds for our charitable organisation.

3. Key terms in this document

We use three key definitions to describe people mentioned in this policy. These are definitions used by the Information Commissioner's Office (ICO), the UK's independent body set up to uphold information rights (www.ico.org.uk)

'Data subject': this is you, one of our loyal members and supporters. As the data subject, we respect your right to control your data.

'Data controller': this is us, Worcestershire Wildlife Trust. With your permission, we determine why and how your personal data is used (as outlined in this policy).

'Data processor': this is a person or organisation that processes your data on our behalf with your permission. For example, this might be a mailing house that sends your membership magazine to you on our behalf (due to the size of our organisation, it is more cost-effective to outsource ad-hoc and large-scale tasks like this).

When we work with other organisations or individuals in this way, we always set up a written contract with them to protect your data. The third parties we work with at no point 'own' your data, so you will never hear from them independently and they will always delete your data from their systems when they have completed the task in hand. We always send your data to partner organisations securely to minimise the risk of it being intercepted by unknown individuals and/or organisations.

We will never sell your personal data.

Should you wish to find out more about the information we hold about you, or about our privacy policy, please contact us:

Mike Perry, Chief Executive

Telephone: 01905 754919

Email: enquiries@worcestershirewildlifetrust.org

Address: Lower Smite Farm, Smite Hill, Hindlip, Worcester WR3 8SZ

Our office hours are Monday – Friday, 9am – 5pm.

4. Why do we collect your personal data?

We use your personal data to keep in touch with you.

We will only ever collect, store and use your personal data when we have an identified purpose and reason to do so. The ICO refers to this as a 'lawful basis'. Further information about why we collect your personal data is outlined below.

a) To administer your Worcestershire Wildlife Trust membership

We collect your personal data to administer your membership, which may involve:

- Sending you your membership welcome pack when you first join us
- Processing your Direct Debit subscription payments if you have set this donation process up with us
- Sending you your membership renewal letter
- Getting in touch should there ever be any issues processing your subscription payment

b) To send you items purchased from our online shop, including event bookings

We collect your personal data to send you:

- Items you have purchased from our online shop
- Information about events you have booked onto

The ICO define the lawful basis for processing your data for these purposes as 'contractual'.

c) To send you information about our work and ask for your opinion

We also collect your personal data so that we can send you information about our work that we feel will be of interest to you. This includes your membership welcome pack, membership magazine, fundraising appeals, events, campaigning opportunities, membership, services, products, newsletter requests, feedback, competitions and other activities, as well as information about other carefully selected organisations that we work in partnership with. From time to time, we may also use your personal data to ask for your opinion about our work.

This information is in addition to that outlined in sections a) and b) and is defined as 'direct marketing' by the ICO.

i) Joint and family membership

If you are a 'joint', a 'household' or a 'family' member of Worcestershire Wildlife Trust, we will address communications to all those listed on your membership. If you wish to update this at any point, please let us know.

ii) **Gift membership**

If your membership was purchased as a gift, we will use the address provided by the purchaser by to send you information about our work in the post. This will include a 'renewal letter', which we will send you when your membership is due to expire, to see if you would like to continue supporting our charity.

iii) **When your membership has ended**

Unless we hear from you directly, we will continue to send you information about our work for up to two years after your membership has ended. This is just in case your support was cancelled accidentally by, for example, changing your bank account details or your personal circumstances may have changed and you would like to stay in touch and re-join as a member.

Your personal data also helps us to get to know you better and to develop a 'profile' of you on our secure supporter database. This 'profile' enables us to send you the information listed above in a timely and relevant way to suit you. For example, keeping track of the donations you make to our organisation helps us to send you information about fundraising appeals that we feel you would like to hear about. Likewise, keeping a record of your wildlife interests that you may tell us about in one of our membership surveys, helps us to send you relevant project updates.

As defined by the ICO, we use two different lawful bases for processing your data for 'direct marketing' purposes:

i) **Legitimate interest**

This is where we have identified a genuine and legitimate reason for contacting you, which crucially does not override your rights or interests.

We use legitimate interest to send you the information listed above by **post** or **telephone** (if you *are not* registered with the [Telephone Preference Service](#) and you have given us your telephone number).

ii) **Opt-in consent**

This is where you have given us express permission to contact you by particular communication channels.

We use opt-in consent to send you the information listed above by **email**, **text message** (SMS) or **telephone** (if you *are* registered with the [Telephone Preference Service](#))

We respect your right to update the way we get in touch with you about our work at any time.

d) To enable you to volunteer with us

If you are a Worcestershire Wildlife Trust volunteer, we collect your personal data so that we can keep in touch with you about, for example:

- Changes to planned volunteer work programmes that you may be taking part in
- The positive impact you have on our work, by sending you our volunteer newsletter
- Dedicated volunteer thank you events

As defined by the ICO, the lawful basis for processing your data for these purposes is 'contractual' (where administering your volunteer record) and 'legitimate interest' (when sending you information about our work).

5. What kind of personal data do we collect? How do we collect it?

a) Basic information

We will usually collect basic information about you, including your name, postal address, telephone number, email address and your bank details if you are supporting us financially.

Most of the time, we collect this data from you directly. Sometimes this is in person, other times it is over the telephone, in writing or through an email. Occasionally we obtain information, such as your telephone number or other contact details, from external sources (*only where you have given permission for such information to be shared*).

b) Getting to know you better

We also collect information about you that helps us to get to know you better. This may include:

- Information about your wildlife interests, which you tell us through our membership surveys
- Records of donations you've made towards fundraising appeals
- Your preferences of how you would like us to contact you
- Ways you've helped us through volunteering your time
- Records of events you've attended or campaigns or activities that you've been involved in

Sometimes we will collect other information about you such as your date of birth and gender. When we do so, we will be very clear as to why we are collecting such information and we will only do so with your specific consent and permission.

Once again, most of the time we collect this data from you directly.

We may also collect demographic and consumption data generated through geodemographic tools (such as CACI Acorn), as well as information related to your resources. This may include information from public registers and other publicly available sources such as Companies House, newspapers and magazines.

Carrying out this research enables us to better target our conversations about fundraising and, therefore, generate funds cost effectively. We use legitimate interest as the legal means for processing this data.

We may also carry out research using publicly available information to identify individuals who may have an affinity to our cause but with whom we are not already in touch. This may include people connected to our current major supporters, trustees or other lead volunteers.

We also use publicly available sources to carry out due diligence on donors in line with the charity's Gift Acceptance Policy and to meet money laundering regulations.

If you do not wish your data to be collected in any of these ways, or have questions about them, please contact us.

Mike Perry, Chief Executive

Telephone: 01905 754919

Email: enquiries@worcestershirewildlifetrust.org

Address: Lower Smite Farm, Smite Hill, Hindlip, Worcester WR3 8SZ

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Other ways in which we collect personal data to get to know you better include:

Our website

Our website uses 'cookies' to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites.

Our cookies help us:

- Make our website work as you'd expect
- Remember your settings during and between visits
- Improve the speed/security of the site
- Allow you to share pages with social networks like Facebook
- Continuously improve our website for you

You can learn more about all the cookies we use below.

Cookie provider: The Wildlife Trusts

Purpose: Used by the website to remember cookie preferences.

Cookies: cookie-agreed, MCPopupClosed

Cookie provider: Facebook

Purpose: Used by Facebook for sharing content, conversion tracking, optimisation, creating audiences for Facebook Ads and marketing.

Cookies: _fbp, fr

Provider policy: [Facebook](#)

Cookie provider: Paypal

Purpose: Used to support payment services.

Cookies: AKDC, LANG, X-PP-

SILOVER, akavpau_ppsd, enforce_policy, nsid, ts, ts_c, tsrce, x-csrf-jwt, x-pp-s

Provider policy: [Paypal](#)

Cookie provider: Vimeo

Purpose: Used to embed videos from Vimeo using cookies that we consider essential to the video player experience. Does not use third-party analytics or advertising cookies.

Cookies: player, vuid

Provider policy: [Vimeo](#)

Cookie provider: Eventbrite

Purpose: Used to deliver event booking services and content tailored to the user's interests.

Cookies: _ga, _gat, _gid, AS, csrfToken, eblang, G, janus_re, mgref, SP, SS, ebGA ClientId, lux_uid, SERVERID

Provider policy: [Eventbrite](#)

Cookie provider: New Relic

Purpose: Anonymously maintains a user's browsing session on the website to allow us to monitor and troubleshoot website performance.

Cookies: JSESSIONID

Provider policy: [New Relic](#)

Cookie provider: Engaging Networks

Purpose: Maintains a user's browsing session on the website when participating with our online campaigning activities.

Cookies: en_sessionId

Provider policy: [Engaging Networks](#)

Cookie provider: Google

Purpose: Used to understand website usage including how users found and explored our site and how their experience can be enhanced. Google also provides campaign tracking, advertising and website functionality services.

Cookies: IDE, _ga, _gat, _gat_UA-xxxxxxxx-xx, _gid

Provider policy: [Google](#)

Cookie provider: Stripe

Purpose: Used for making card transactions on the website. Provided by Stripe.com which allows online transactions without storing any credit card information.

Cookies: __stripe_mid, __stripe_sid

Provider policy: [Stripe](#)

Cookie provider: Wufoo

Purpose: These functional cookies work together to help us identify how you use our forms.

Cookies: ep201 ep202

Policy: [Wufoo](#)

Cookie provider: Spotify

Purpose: These cookies are used to implement audio content from Spotify on the website. They also help in collecting information on user interaction with this audio content.

Cookies: sp_landing sp_t

Policy: [Spotify](#)

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them,

visit www.allaboutcookies.org

To opt out of being tracked by Google Analytics across all websites

visit <http://tools.google.com/dlpage/gaoptout>

c) Sensitive personal data

We do not normally collect or store sensitive personal data (such as information relating to health, beliefs or political affiliation) about supporters and members. However, there are some situations where this will occur.

When we do so, we will be very clear as to why we are collecting such information and we will only do so with your specific consent and permission. In these situations, we collect the data from you directly.

If you are a volunteer then we may collect extra information about you, for example:

- references
- criminal records checks
- details of emergency contacts
- medical conditions

We may also collect sensitive personal data if you have an accident on one of our reserves. This information will be retained for legal reasons, for safeguarding purposes and to protect us (including in the event of an insurance or legal

claim). If this does occur, we'll take extra care to ensure your privacy rights are protected.

d) Children and young people

In line with data protection law, we will not collect, store or process your personal details if you are under 13 years of age, unless we have the express permission from your parent or guardian to do so.

If we have the permission of your parent or guardian, and you are a Wildlife Watch member, we will capture your date of birth at the point of joining. This is so that we can send you information that we feel is suitable to your age.

For further information, please see our [Safeguarding Commitment](#).

6. How do we store your data?

a) Security

All of the personal data we process is processed by our staff in the UK. However, for the purposes of IT hosting and maintenance your information may be situated outside of the European Economic Area (EEA). This will be done in accordance with guidance issued by the Information Commissioner's Office.

We use Campaign Monitor and Dotdigital for all email marketing. [Campaign Monitor's privacy policy can be found here](#), and [Dotdigital's is here](#). Additional platforms used to send email communications include Survey Monkey, Microsoft Forms and Eventbrite. A copy of their policies regarding data security can be found [here for Survey Monkey](#) and [here for Eventbrite](#) and [here for Microsoft Forms](#).

Electronic data and databases are stored on secure computer systems and we control who has access to information (using both physical and electronic means). Our staff receive data protection training and we have a set of detailed data protection procedures that personnel are required to follow when handling personal data.

b) Payment security

All electronic Worcestershire Wildlife Trust 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 (Lloyds Cardnet). Other payment methods (e.g. ApplePay and GooglePay) are handled in a similar manner.

Worcestershire Wildlife Trust 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 our website) are at the user's own risk.

c) CCTV

Some of our premises have CCTV and you may be recorded when you visit them. CCTV is there to help provide security and to protect both you and Worcestershire Wildlife Trust. CCTV will only be viewed when necessary (e.g. to detect or prevent crime) and footage is only stored temporarily. Unless it is flagged for review CCTV will be recorded over.

Worcestershire Wildlife Trust complies with the Information Commissioner's Office CCTV Code of Practice, and we put up notices so you know when CCTV is in use.

d) Data retention policy

We will only use and store information for as long as it required for the purposes for which it was collected. We regularly review what information we hold and delete what is no longer required.

7. Data sharing

a) We sometimes need to share the personal information we process. Where this is necessary we, and any third parties we share with, are required to comply with all aspects of the General Data Protection Regulations (GDPR). Sharing is always subject to a lawful basis for processing. We will never sell personal details to third parties.

b) Organisations that we share data with include:

- Organisations who process data on our behalf – for example, membership recruitment providers, mail and print services, providers of other goods and services on our behalf (such as merchandise), consultants who help us to analyse and improve our performance
- Our partners on partnership projects – for example, for the purposes of project monitoring and delivery
- Our trading subsidiaries – to ensure that we are adhering to legal obligations and high levels of customer care throughout the charitable 'group' and to promote the work of the charity through subsidiary networks and vice versa
- Our funders – to demonstrate compliance to funding and service provision contracts
- Legal/compliance bodies where required – insurers, auditors, pension provider, HMRC, Fundraising Regulator, ICO
- Statutory bodies or agencies – for example, to respond to legal issues and risks

- Healthcare, social and welfare organisations – to manage and safeguard the wellbeing of our staff, volunteers and beneficiaries
- Educators and examining bodies – for example, where we are supporting trainees
- Current, past and prospective employers – for example, to provide references
- Family, associates or representatives of the person whose personal data we are processing – for example, where we are administering a legacy
- Survey or research organisations – for example, to verify species records

c) When we work with other organisations or individuals in this way, we must always set up a written contract with them to protect personal data – Data Processing and/or Data Sharing Agreements. The third parties we work with at no point ‘own’ an individual’s data, must never contact the individual outside of their agreement with us and must always delete this data from their systems when they have completed the task in hand. We must always send data to partner organisations securely to minimise the risk of it being intercepted by unknown individuals and/or organisations.

8. Your rights

We respect your right to control your data. Your rights include:

a) The right to be informed

This privacy notice outlines how we capture, store and use your data. If you have any questions about any elements of this policy, please contact us.

b) The right of access

If you wish to obtain a record of the personal data we hold about you, through a [Subject Access Request](#), we will respond within one month.

c) The right to rectification

If we have captured information about you that is inaccurate or incomplete, we will update it.

d) The right to erase

You can ask us to remove or randomise your personal details from our records.

e) The right to restrict processing

You can ask us to stop using your personal data.

f) The right to data portability

You can ask to obtain your personal data from us for your own purposes.

g) The right to object

You can ask to be excluded from marketing activity.

h) Rights in relation to automated decision making and profiling
We respect your right not to be subject to a decision that is based on automated processing.

For more information on your individual rights, please see the [Information Commissioner's Office](#).

9. Making a complaint

Worcestershire Wildlife Trust wants to exceed your expectation in everything we do. However, we know that there may be times when we do not meet our own high standards. When this happens, we want to hear about it in order to deal with the situation as quickly as possible and put measures in place to stop it happening again.

We take complaints very seriously and we treat them as an opportunity to develop our approach. This is why we are always very grateful to hear from people who are willing to take the time to help us improve.

Our policy is:

- To provide a fair complaints procedure that is clear and easy to use for anyone wishing to make a complaint
- To publicise the existence of our complaints procedure so that people know how to contact us to make a complaint
- To make sure everyone in our organisation knows what to do if a complaint is received
- To make sure all complaints are investigated fairly and in a timely way
- To make sure that complaints are, wherever possible, resolved and that relationships are repaired
- To learn from complaints and feedback to help us to improve what we do

Confidentiality

All complaint information will be handled sensitively, in line with relevant data protection requirements.

Responsibility

Overall responsibility for this policy and its implementation lies with Mike Perry, our Chief Executive.

Information Commissioner's Office

For further assistance with complaints regarding your data, please contact the Information Commissioner's Office, whose remit covers the UK.

Information Commissioner's Office

Wycliffe House
Water Lane

Wilmslow
SK9 5AF

Telephone: 0303 123 1113
Email: casework@ico.org.uk

10. Leaving our website

We are not responsible for the privacy practices or the content of any other websites linked to our website. If you have followed a link from this website to another website, you may be supplying information to a third party.

11. Get in touch

Should you wish to find out more about the information we hold about you, or about our privacy policy, please contact us:

Mike Perry, Chief Executive
Telephone: 01905 754919
Email: enquiries@worcestershirewildlifetrust.org
Address: Lower Smite Farm, Smite Hill, Hindlip, Worcester WR3 8SZ

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12. Updates

We regularly review our privacy policy to ensure that we remain compliant with legislation and our current information practices. This means that from time to time our privacy policy will be updated without prior notice. We want you to remain informed and to be in control of your information at all times and significant changes will be notified via our website.

Last updated: January 2026