

# CARE FOR WILD (UK)

## PRIVACY POLICY



### Who we are:

Care for Wild Rhino Sanctuary (UK) was set up for the conservation of endangered species. We work with others to rescue, rehabilitate and rewild orphaned or injured rhinos. We work to empower rural communities to develop sustainable ecosystems and development models. Through this, our work supports efforts to secure viable breeding populations to ensure the continuation of key species for our planet and future generations.

Care for Wild is a charity registered in England and Wales (1187193).



### About this statement

Care for Wild Rhino Sanctuary UK (referred to as Care for Wild hereafter) are committed to protecting and respecting your privacy, and ensuring any personal data is stored and processed fairly and lawfully.

This statement explains why and how we process and store any personal data, how long we keep it for and how we keep it secure.

We will never sell your data, it will always be safely and securely stored, and we respect your rights under the General Data Protection Regulations.

This statement might change or be updated from time to time. Any changes will be communicated publicly via our website and, where we have permission, through email.

If you have any questions about the way we store your data or about our privacy practices please contact the Trustees by email by emailing [admin@careforwild.org.uk](mailto:admin@careforwild.org.uk), or by writing to Care for Wild, 16 Camerton Road, Seaton, Workington, Cumbria CA14 1LP.



### How we collect information

We collect information about you in the following ways:

- Information that you provide through our web forms;
- Information from known third parties such as JustGiving. Guidance on third-party privacy policies can be found on their websites;
- Information available publicly to improve data quality or aid in prospect research.

All information we collect is collected 'organically' – we do not buy lists of personal data.





### What information we collect/process

We collect, store and use the following kinds of personal information:

- Basic personal details (your name(s), email address, postal address, telephone or mobile number, date of birth);
- Financial details (bank account number, UK taxpayer information for Gift Aid);
- Credit or debit card information;
- Interactions or transactions with Care for Wild;
- Your relationship with individuals or organisations where relevant;
- Philanthropic interests, inclination and capacity to support Care for Wild;
- Where you have made a gift in your will to Care for Wild, any information regarding your next of kin or executors.

We may also collect, store and use the following 'special categories' of sensitive personal data which need more protection, called a 'condition of processing'. We won't use this information without a justified reason:

- Information about your race or ethnicity;
- Philosophical or religious beliefs;
- Political opinions.



### Legal Basis for processing

Data protection law means that we must have a reason or justification, also known as a "legal basis" to use any of your personal data.

Consent: This is where we have asked your permission to contact you in a specific way, and you've agreed. For example, to send marketing via email or SMS.

Legitimate interest: Our legitimate interest is engaging with the public to further our charitable aims. It is important for us to talk to the public about the work that we support, to promote our work and talk about the goals of our charity. We will only use your data in this way if we are sure it is okay to do so, and thought about the effect it would have on you. Some of the examples of the things we do which use 'legitimate interest' as a reason are:

- Sending direct mail in the post;
- Conducting research, analysis and profiling of our supporters to improve targeting our fundraising activity;
- Updating your address using third party sources if you have moved house;
- To comply with legal and regulatory obligations or conducting due diligence.





### How we use your information

There are many ways that we use your personal data. Here is how we use your personal data for our main activities:

- To improve our fundraising activities and the ways in which we support endangered species.
  - This could include looking at demographics to help our campaign, marketing and fundraising strategies.
- To help you with your fundraising or in attending events.
  - If you have signed up to take part in an event we will send you relevant information to support you.
- To make our marketing campaigns more relevant to supporters and potential supporters.
  - This could include reflecting personal preferences to improve our communications with you.
- To record compliments, comments or complaints.
  - All feedback helps us develop our communications and fundraising activities.
- To conduct prospect research.
  - We may prospect research to find people who may be interested in supporting Care for Wild who have the capacity to give, as well as look at those who already support us to identify those who might be interested in supporting us further. This includes looking at data of current and past supporters as well as sources in the public domain. We never use third parties to do research on our behalf. We do not ask for consent for this but rely on 'legitimate interest' as our lawful basis.
- To promote our activities.
  - Where you have agreed we may use photos of you, or testimonials, for marketing.
- To match information collected from you through different ways or at different times.
  - This could include information collected online and offline, and from other sources. This includes third parties and publicly available sources. This makes sure the information we hold on you is up-to-date and accurate. These include third parties such as Data8, BT OSIS and Post Office Address File.

### How we keep your information safe

We are committed to ensuring our processes and procedures are in line with current data protection regulations. We train staff and volunteers to understand the importance of good data practice and recognise the risks of working with personal and sensitive data, and we make sure there are appropriate technical controls in place to protect your personal details.

Non-sensitive data such as your email address and contact details, in some cases, are transmitted to us over the internet, for example when you fill in the 'contact us' form on our website. When data is transferred in this way it can never be guaranteed to be 100% secure. As a result, while we make every effort to protect your personal information we cannot guarantee any information you transmit to us, and you do so at your own risk. Once we have received your information, we store it in line with current data protection regulations.





### Sharing your data with other organisations

We have never and will never sell or rent your information to third parties for marketing purposes. However, we may share your information with third parties for other purposes as described in this statement. Examples of the partners, suppliers and sub-contractors who may process information on our behalf are:

- Providers of software and systems used by Care for Wild;
- Data cleansing service providers such as UK Changes who can inform us when the address we have for you is no longer accurate.

Where you have agreed we can contact you, we may pass your data to external service providers to contact you on our behalf. We will have data processing agreements in place with all third parties to make sure that your information is kept secure, and not used for purposes other than those dictated by Care for Wild. When working with third parties, we will only share the details necessary for the service they are delivering.

If any third party works outside of the European Economic Area (EEA) they may not be subject to the same data protection laws as the UK. In these instances we will make sure appropriate safeguards are in place and that they provide an adequate level of protection to comply with UK law.

We may disclose your details to the police, regulatory bodies or legal advisors where we are under a legal or regulatory duty to do so.



### How long we store your personal information

We keep your personal information only for as long as we need to for operational or legal reasons. We are required to retain some personal data to meet legal obligations. The criteria we use to determine how long we store your personal data is based on various legal requirements, the purpose of the data, whether there is a legitimate reason for continuing to store it and guidance from relevant regulatory authorities, such as the Information Commissioner's Office (ICO).

Personal information we no longer need is securely disposed of and/or anonymised so you can no longer be identified from it. If we do store any historical or statistical data, this will be in a manner which complies with data protection regulations.

We do not store payment card data after the transaction has been completed.





### Your personal data rights

Under data protection law, you have various rights in respect of the personal information we hold about you. We've explained more about these rights below.

If you wish to exercise any of these rights, you can do so by contacting the Trustees by email at [admin@careforwild.org.uk](mailto:admin@careforwild.org.uk), or by writing to Care for Wild, 16 Camerton Road, Seaton, Workington, Cumbria CA14 1LP. We will respond to all requests within one calendar month.

- Right of access:
  - You have the right to request access to the personal data that we hold about you. This is sometimes termed a 'subject access request'. If we agree that we must provide personal data to you (or someone on your behalf), we aim to do so within one month from when your identity has been checked. You can request to access your data free of charge.
- Right to be informed:
  - You have the right to be informed about how we collect and use your data. Our Privacy Statement contains clear and transparent information explaining the purpose for processing personal data, how long we will keep your data and who it will be shared with.
- Right to correct your personal data:
  - If any of the personal data we hold about you is inaccurate, out of date, or incomplete you can ask us to rectify or complete the data.
- Right to erasure:
  - You have the right for your personal data to be erased from our records so long as there is no overriding legitimate reason to process it (i.e. to comply with a legal obligation).
- Right to restrict processing:
  - You have the right to limit the way we use your data if you believe your data is inaccurate, or if there is disagreement about whether our use is legitimate.
- Right to data portability:
  - You can ask us to provide you or a third party with the information you have provided to us in a format so that it can be safely and securely transferred across IT environments.
- Right to object:
  - You can object to us processing your personal data if it is for direct marketing purposes, a task carried out in the public interest or in our legitimate interests.
- Rights related to automated decision-making, including profiling:
  - Automated decision-making takes place when a decision is made without any human involvement (i.e. by a computer). We currently do not carry out any automated decision-making.





### Keeping your data up-to-date

We may use information from external sources such as the post office national change of address database and/or the public electoral roll to identify when we think you have changed address so that we can update our records and stay in touch. We only use sources where we are certain that you have been informed of how your information may be shared and used.

If you consent to receive emails from us there will always be an unsubscribe button, or if you wish to update your contact consents you can email us at [admin@careforwild.org.uk](mailto:admin@careforwild.org.uk).



### Feedback and complaints

If you are concerned about the way that we are handling your personal data, or would like to change the way in which we contact you, please contact the Trustees by email at [admin@careforwild.org.uk](mailto:admin@careforwild.org.uk), or by writing to Care for Wild, 16 Camerton Road, Seaton, Workington, Cumbria CA14 1LP.

The Information Commissioners Office (ICO) regulates data protection and privacy matters in the UK. They make a lot of information available on their website and ensure that the registered details of all data controllers are publicly available. You have the right to contact the ICO on 0303 123 1113 or via their website [www.ico.org.uk](http://www.ico.org.uk).



### Changes to this statement

This statement may change from time to time. For example, it has been recently updated to reflect new legal requirements of the EU General Data Protection Regulation (GDPR). We will communicate any changes to this statement via email and our social media channels, and the latest review date will be displayed at the top of this page. Please continue to check this section of the website periodically to keep up to date with any changes in our statement.



### Contact us

We welcome any questions, comments or suggestions about how we process data. Please let us know by contacting the Trustees by email on [admin@careforwild.org.uk](mailto:admin@careforwild.org.uk), or by writing to Care for Wild, 16 Camerton Road, Seaton, Workington, Cumbria CA14 1LP.

