



# Westmorland Red Squirrels

## Privacy Notice

This privacy notice tells you what to expect when Westmorland Red Squirrels collects personal information. It was drafted with brevity and clarity in mind and does not provide exhaustive detail of all aspects of our collection and use of personal information.

In particular, we would like to assure you that Westmorland Red Squirrels:

- does **not** sell the personal information we collect to outside organisations,
- and does **not** pass your personal information on to outside organisations in order for those organisations to raise funds on our behalf.

This privacy notice describes how we use your personal information when you are:

[Visiting our website](#)

[Reporting a squirrel sighting](#)

[Subscribing to our E-News and Annual Reviews](#)

[Interacting with us via social media](#)

[Making an online donation to us](#)

[Buying through our online shops](#)

[Supporting us through Give As You Live](#)

[Supporting us through The Giving Machine](#)

[Allowing Gift Aid to be collected on donations and subscriptions](#)

[Joining as a member of Westmorland Red Squirrels](#)

[Providing us with your personal details in other contexts](#)

And explains how you can contact us to find out more:

[Complaints or queries](#)

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## Visiting our website

Our website is produced using the third party service Wordpress and hosted by the third party service, One.com.

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## Analytics

We use a standard One.com service to collect anonymous information about users' activity on our website, for example, the number of users viewing pages on the site, in order to monitor and report on the effectiveness of the site and help us to improve it. Westmorland Red Squirrels does not make any attempt to find out the identities of those visiting our website.

## Cookies

Westmorland Red Squirrels does not use cookies on its website but we use a number of third party services who may set cookies on their websites. These third party services are described in more detail below and you should check their websites for more information. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit: [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

## External links

This privacy notice does not cover the hyperlinks within our website that take you to other websites. We encourage you to read the privacy statements on the other websites you may visit.

## Where your personal data is stored and processed

Personal information you provide directly to Westmorland Red Squirrels is stored and processed within the UK, but if you use one of our online third party service providers, described below, your personal data may be transferred to countries which may be outside the European Economic Area (EEA). This may occur if, for example, a third party service provider's servers are located in a country outside the EEA. We therefore recommend that before you submit your personal details to one of our third party service providers you check their privacy policy to ensure that you are satisfied with the way they will handle your personal data.

## Reporting a squirrel sighting

If you submit a squirrel sighting to us, we collect and retain and use the personal details you have provided on your reporting form or as is necessary to fulfil our primary purpose of red squirrel conservation, for example, for purposes of verification or to inform our red squirrel conservation work, and we may correspond with you by telephone or email about your sighting report. If your squirrel sighting is outside our area we may pass on your report to another voluntary red squirrel group within our umbrella group, Northern Red Squirrels, or to Red Squirrels Northern England. We may also pass your report to the landowner if the squirrel was seen on their property. We produce collated records, statistics and maps based on information from your squirrel sighting reports, but these do not include your name or personal details when we make them public or pass them on to outside organisations.

## Subscribing to our E-News and Annual Reviews

We use the third party service provider, MailChimp, to deliver by email our E-News and Annual Reviews. These publications inform those who have an interest in our work about our activities, progress, red squirrel conservation and fundraising. On our behalf, MailChimp gathers and passes back to us reports and statistics around email opening and clicks to help us monitor and improve our E-News. For more information, see [MailChimp's privacy policy](#). We do not download, collect, retain or process personal information from these reports. There is a facility to unsubscribe on each of our E-News and Annual Reviews if you no longer wish to

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receive the emails. MailChimp has certified to the EU-U.S. Privacy Shield Framework and Swiss-U.S. Privacy Shield Framework to protect your personal data when it is transferred outside of the EU to the US.

### Interacting with us via social media

We use the third party service providers Facebook and Twitter to give our group a presence on social media. To find out more about how your personal data might be used by these services, see [Facebook's privacy policy](#) and [Twitter's privacy policy](#). Westmorland Red Squirrels does not collect, retain or process personal information gained from managing these social media accounts to use for any other purpose.

### Making an online donation to us

When you make an online donation, your details are collected by our third party payment processing service providers, PayPal and BT My Donate. For more information, see [PayPal's privacy policy](#) or [BT My Donate's privacy policy](#). When notified of a donation by these services we collect and retain only the personal details necessary for our own accounting purposes. We do not receive your payment card details. If you allow, we may write to thank you for your donation.

### Buying through our online shops

We have links to two online shops on our website, Etsy and Love Knitting. They sell knitting patterns to raise funds on our behalf and are both third party services. We do receive some personal information about the purchaser after a transaction is made, but this is not collected, retained or processed by Westmorland Red Squirrels. For more information you can refer to [Etsy's privacy policy](#) or to [Love Knitting's privacy policy](#).

### Supporting us through Give As You Live

The third party service, Give As You Live, allows you to raise money for us when you shop online. We can access reports provided by Give As You live, some of them showing the personal details that you supplied to them when you signed up to support us, including your name and email address plus the amount you have raised for us to date. For more information see [Give As You Live's privacy policy](#). We do not download, process or retain any personal information supplied to us by Give As You Live.

### Supporting us through The Giving Machine

The Giving Machine is another third party service that allows you to raise money for us when you shop online. For more information see [The Giving Machine's privacy policy](#). We do not download, process or retain any personal information supplied to us by The Giving Machine.

### Allowing Gift Aid to be collected on donations and subscriptions

We are legally required to hold your personal information to fulfil our statutory obligations regarding the collection of Gift Aid. We will hold your personal information on our systems for as long as is necessary for this purpose.

### Joining as a member of Westmorland Red Squirrels

In order to manage our charity, we maintain a record of all current members. The personal data we store and process may include:

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- name and title;
- contact details including postal address, email address and phone number;
- records of donations, subscriptions and Gift Aid status, where applicable (as required by HMRC).

We use this personal information to communicate with our members via email, letter and telephone for the purposes of our conservation work, to provide a full range of member engagement and for fundraising.

## Providing us with your personal details in other contexts

We may collect, retain and use personal information that you provide to us, for example, through email correspondence, when you volunteer, when you donate to us, or from contact details you provide at shows, meetings or events. This may include your name, email address, telephone number and other contact details, and any other relevant information you supply. We may use this information to correspond with you by letter, email or telephone on matters of relevance to our conservation work or the running of our charity, including meeting notifications and fundraising.

## Complaints or queries

We are happy to provide additional information or explanations and address any complaints. Any requests should be sent to the address below.

## Access to personal information

To make a request to Westmorland Red Squirrels for any personal information we may hold, you need to put the request in writing to the address provided below.

## Errors or removal of your details

If we do hold information about you, you can ask us to correct any mistakes or remove your details from our records by, once again, contacting the address below. We may need to retain some records if required to do so for legal reasons.

## Changes to this privacy notice

We keep our privacy notice under regular review. This privacy notice was last updated on 19<sup>h</sup> March 2018.

## How to contact us

If you want to request information or contact us you can email us at [secretary@westmorlandredsquirrels.org.uk](mailto:secretary@westmorlandredsquirrels.org.uk) or write to:

Secretary  
Westmorland Red Squirrels  
Sedgwick Cottage  
Sedgwick  
Kendal  
Cumbria  
LA8 0JP