

## Introduction

Wildlife Fundraising Central Limited (WFC) was established in 2013 by 8 Wildlife Trusts, to recruit new members and support them in delivering their mission to secure a better future for local wildlife. We work with our Trust partners to recruit new members and raise much needed funds to support their work of protecting local wildlife, maintaining nature reserves, creating living landscapes, providing wildlife advice and education and campaigning for wildlife.

This Privacy Statement describes how WFC will collect, use, disclose and protect personal information provided to us by the new members we recruit on behalf of the Wildlife Trusts.

Personal information includes any information that identifies you personally, such as your name, address, email address or telephone number.

Under the new "General Data Protection Regulations" (GDPR), we are required to explain to you what personal information we will collect, why we need it and what your rights are. In the language of GDPR, we will be acting as a "Data Controller" of your personal data and our lawful basis for doing this is that we and our Wildlife Trust partners need to do this in order to fulfil our purposes of fundraising, protecting wildlife and delivering services and information to our members. In GDPR language, we have a "legitimate interest" in processing your data.

## Why do we need to keep your personal data?

WFC collects and stores the personal information provided to us by you when you join a Wildlife Trust, usually at a face to face meeting with one of our staff. We share this information with the Wildlife Trust you have elected to join, so that we can together process and manage your membership and provide information and services to you.

## What personal data will we keep?

The personal data that WFC will need to hold for you is not special or sensitive. It comprises simply your name, address and contact details.

All other personal data supplied on your Membership form is not stored by WFC, but will be transferred directly to the Trust you are joining.

## How will we use your personal data?

WFC will only use your personal information in order to:

- Manage performance, pay the recruiters and for internal administration.
- Register your membership and pass your details to your chosen Wildlife Trust, for them to set up your membership account, including taking payments.

In addition, your Wildlife Trust will use your personal data to:

- Provide you with the information and services you have chosen to receive.

- Communicate with you on events, campaigns, topics of interest etc. where you have agreed to this.

More details on this will be found in the Privacy Statement of your chosen Wildlife Trust. We may ask for your explicit consent to some of the above, but only on behalf of our Wildlife Trust partner.

### How long will we keep your data?

We will only keep personal data about you for as long as we need it to fulfil our obligations to our Wildlife Trust partners, for statutory reporting purposes or to administer our business efficiently. Thereafter your personal data will be destroyed.

### What are your rights?

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

- a) The right to be informed about our personal data policies and processes

*This privacy statement 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 to the personal data we hold about you

*If you wish to obtain a record of the personal data we hold about you, through a Subject Access Request, we have a duty to respond within one month.*

- c) The right to rectification of any factual errors in the data we hold about you

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

- d) The right to erase data held about you

*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 to being contacted or receiving unwanted communications

*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. We do not use automated decision making or individual profiling.*

For more information on your individual rights, please use this link to the website of the **Information Commissioner's Office**.

## Making a complaint

We aim to meet or exceed your expectations in everything we do, but we recognise there may be times when we fall short. If this happens, please tell us, so we can deal with the problem quickly, learn from our mistakes and put measures in place to stop them happening again.

Our Complaints Policy undertakes to:

- Provide a fair complaints procedure that is clear and easy to use for anyone wishing to make a complaint.
- Publicise the existence of our complaints procedure so that people know how to contact us to make a complaint.
- Ensure everyone in our organisation knows what to do if a complaint is received.
- Ensure all complaints are investigated fairly and in a timely way.
- Ensure that complaints are, wherever possible, resolved and that relationships are repaired.
- 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 WFC's Data Protection Lead.

For further information on how to make a complaint, please read our Complaints Policy [here](#).

Information Commissioner's Office

For further assistance with complaints regarding your personal data, please contact the Information Commissioner's Office at the address below.

Information Commissioner's Office:

Wycliffe House  
Water Lane  
Wilmslow  
SK9 5AF

Telephone: 0303 123 1113

Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)