



Friends of Maidenhead Waterways - Personal Data and Privacy Policy

1. Introduction: Friends of Maidenhead Waterways Restoration Group is committed to protecting and respecting your privacy. This policy sets out the basis on which any personal data you provide to us or we which we collect about you, will be processed by us. Personal data means any information which identifies you, or which can be identified as relating to you personally.

2. Who Are We?: Friends of Maidenhead Waterways Restoration Group ('FoMW') is a company limited by guarantee Registered in England no. 06166868: Charity number 1119150. Although FoMW has been adopted as a trading name the legal name of the company remains Maidenhead Waterways Restoration Group. For the purposes of data protection law, FoMW is a Data Controller.

3. What Information FoMW Collects

Personal data collected/held - FoMW only collects and holds personal data you have voluntarily provided to us. This includes information you gave when joining as a member, registering for our mailing list, or volunteering for our activities. We may on occasions also gather information that is already in the public domain such as a listed contact phone number for you. FoMW holds several types of personally identifiable data, for example:

- name / email address / postal address / telephone number etc. provided when you join as a member, donate as a supporter or sign-up as a volunteer;
- financial information such as whether donations are gift-aided;
- details of your particular interests, such as campaigns and the ways you support us;
- details of relevant Training in so far as this applies to services provided by certain volunteers such as Chainsaw Certification, Safeguarding, First Aid, Health & Safety;
- and very occasionally nationality and dates of birth (only applicable to Trustees for purposes of Companies House and Charity Commission registration)

Information created by your involvement with FoMW - Your activities and involvement with FoMW will result in personal data being created. This could include details of how you've helped us by volunteering or being involved with our campaigns and activities. If you donate to us then we will keep records of when and how much you give to FoMW

Information from third parties - We sometimes receive personal data about individuals from third parties, e.g. if FoMW is partnering with another organisation that you have provided your details to for a joint project. We may collect information from social media where you have given us permission to do so, or if you post on one of our social media pages. Occasionally, we may collect information from public sources about certain supporters, e.g. particularly well known or influential people. This could include public databases such as Companies House, news or other media.

Sensitive personal data - We do not normally collect or store sensitive personal data (such as information relating to race, health, beliefs or political affiliation) about supporters and members. However there are some situations where this will occur, e.g. if you have a health issue that affects your involvement in one of our volunteering activities. If this does occur, we'll take extra care to ensure your privacy rights are protected.

Accidents or incidents - If an accident or incident occurs at one of our events or involving one of our team (including volunteers) then we'll keep a record of this, which may include personal data and sensitive personal data if relevant.

Volunteers - If you are a volunteer, whether for FoMW or if you are helping us for other reasons on a joint project with another organisation, then we may collect extra information about you (e.g. references, criminal records checks, details of emergency contacts, medical conditions etc.). This information will be retained for legal reasons, to protect FoMW (including in the event of an insurance or legal claim) and for safeguarding purposes.

4. How We Use Information: We only ever use your personal data with your consent, or where it is necessary in order to:

- enter into, or perform, a contract with you;
- comply with a legal duty;
- protect your vital interests;
- for our (or a third party's) lawful interests, provided your rights don't override these.

In any event, we'll only use your information for the purpose or purposes it was collected for (or a closely related purpose):

Marketing - We use personal data to communicate with people, to promote FoMW and to help with fundraising. This includes keeping you up to date with our news, updates, campaigns and fundraising information. For further information on this please see Section 6 (Marketing).

Administration - We use personal data for administrative purposes (i.e. to carry out our charitable work). This includes:

- receiving donations including gift-aid instructions;
- maintaining databases of our volunteers, members and supporters;
- performing our obligations under membership contracts;
- helping us respect your choices and preferences (e.g. if you ask not to receive marketing material, we'll keep a record of this).

5. Disclosing and Sharing Data: We will never sell your personal data. Occasionally, where we partner with other organisations, we may also share information with them, for example on joint projects or events with another community group. We will only share information to the extent reasonably required for the purpose and provided the privacy and security of your data are assured by them.

6. Marketing: From March 2018 FoMW is asking its supporters to "opt-in" for most communications. This includes all our marketing communications - the term marketing is broadly defined and, for instance, covers information about our campaigns, events, and news.

This means you'll have the choice as to whether you want to receive these messages and be able to select how you want to receive them (e-mail, post, phone or text). This does not mean that all messages will be available in all formats.

You can decide not to receive communications or change how we contact you ***at any time***. If you wish to do so please let us know by e-mail at contact@maidenheadwaterways.org or by post at Friends of Maidenhead Waterways, Ground Floor, Arena Court, Crown Lane, Maidenhead, Berks SL6 8QZ.

What does 'marketing' mean? - Marketing does not just mean offering things for sale, but also includes news and information about:

- our charity, campaigns, restoration and protection work;
- volunteering opportunities and how you can help protect and restore our waterways;
- appeals and fundraising (including donations and also competitions, raffles etc.);
- our events, activities and joint activities with partner organisation;

When you receive a communication, we may collect information about how you respond to or interact with that communication, and this may affect how we communicate with you in future.

Newsletters and magazines - MW's newsletter is sent to all our members (unless you specifically ask us not to) and you can choose to unsubscribe from general marketing communications without giving up your subscription to the newsletter. FoMW's newsletters are also published on our web site.

Fundraising - As a charity, we rely on donations and support from others to continue our campaign work. From time to time, we may contact members and supporters with fundraising material and communications. This might be about an appeal, a competition we're running, or to suggest ways you can raise funds (e.g. a sponsored event or activity). As with other marketing communications, we'll only contact you specifically about fundraising if you've opted in to receiving marketing from us - and you can, of course, opt out at any time.

7. How We Protect Data: We employ a variety of physical and technical measures to keep your data safe and to prevent unauthorised access to, or use or disclosure of your personal information.

8. Storage:

Where we store information - Personal data is currently held by FoMW Trustees and officers on paper files or on private PCs, backed up where feasible and using password protection for sensitive data files. Access to personal data is restricted to those Trustees and officers who have a need for access to it, and then only to the extent required to fulfil their responsibilities. Personal data will usually be stored in UK, but FoMW is evaluating the use of cloud based services for secure data storage. If introduced, FoMW data may then be stored in the UK, EU or USA.

How long we store information - We will only store information for so long as it is required for the purposes it was collected for. How long information will be stored for depends on the information in question and what it is being used for. We may also be required to store data

to satisfy legal requirements, for financial audit purposes or to satisfy insurance requirements.

If you ask us not to send you marketing emails, we may retain your email address to ensure that we don't send marketing material to that e-mail address (though we'll keep a record of your preference not to be emailed). We may also retain your email address for other purposes, such as for administration if you are a member of FoMW. We continually review what information we hold and delete what is no longer required.

9. Keeping you in Control: We want to ensure you remain in control of your personal data. Part of this is making sure you understand your legal rights, which are as follows:

- the right to confirmation as to whether or not we have your personal data and, if we do, to obtain a copy of the personal information we hold (this is known as a subject access request);
- the right to have your data erased (though this will not apply where it is necessary for us to continue to use the data for a lawful reason);
- the right to have inaccurate data corrected;
- the right to object to your data being used for marketing or profiling; and
- where technically feasible, you have the right to personal data you have provided to us which we process automatically on the basis of your consent or the performance of a contract. This information will be provided in a common electronic format.

Please keep in mind that there are exceptions to the rights above and, though we will always try to respond to your satisfaction, there may be situations where we are unable to do so. If you would like further information on your rights or wish to exercise them, please e-mail us at contact@maidenheadwaterways.org or write to Friends of Maidenhead Waterways, Ground Floor, Arena Court, Crown Lane, Maidenhead, Berks SL6 8QZ.

Complaints - You can complain to FoMW directly by contacting the Chairman using the details set out above. If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office which regulates and enforces data protection law in the UK. Details of how to do this can be found at www.ico.org.uk

10. Links to other Sites: MW's website contains hyperlinks to many other websites, such as partner organisations, or YouTube. We are not responsible for the content or functionality of any of those external websites, but please let us know if a link is not working by Email at contact@maidenheadwaterways.org.

11. Changes to this Privacy Policy: We'll amend this Privacy Policy from time to time to ensure it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our Privacy Policy will always be posted on our website.

This Privacy Policy was last approved on 8th March 2018, but updated for terminology and our registered office details in March 2022.

Updated 0322