

## GDPR Policy

We are **The South Downs Society** (also known as **Friends of the South Downs**), 2 Swan Court, Station Road, Pulborough, RH20 1RL. We are a data controller of **Your** personal data. We have a nominated data protection officer (DPO). **You** can contact the DPO by writing to the above address for the attention of the Data Protection Officer or by emailing [enquires@southdownssociety.org.uk](mailto:enquires@southdownssociety.org.uk) or by completing the contact form on our web site [www.friendsofthesouthdowns.org.uk/contact-us/](http://www.friendsofthesouthdowns.org.uk/contact-us/).

When you visit our web site various personal information may be collected; for details please visit our web site policies page - [www.friendsofthesouthdowns.org.uk/policies/](http://www.friendsofthesouthdowns.org.uk/policies/).

Personal information that we'll process in connection with all of our products and services, if relevant, may include - personal and contact details, **Your** date of birth, gender, details of family members, records of your contact with us, products and services, usage of our products and services, information we obtained from third parties, financial details about **You** (such as your bank account details for servicing Direct Debit payments or refunds), **Your** marital status, family, Information we may buy or rent from third parties, insights about **You** and our customers or members, and third party transactions.

We'll collect personal information from the following general sources:

- From **You** directly, and any information from family members or associates.
- Information generated about **You** when **You** use our products and services.
- Business partners.
- We may buy or rent information about **You** or customers generally from third parties.

We use **Your** personal data for purposes including the following:

- Assessing **Your** application for membership or for a volunteering role.
- Managing products and services relating to membership and volunteering;
- Updating **Your** records;
- Managing any aspect of **Your** membership or volunteering and our products or service;
- To perform and/or test the performance of our products, services and internal processes;
- To operate and improve the operation of our business and our business partners;
- To monitor and to keep records of our communications with **You** and our staff (see below);
- For direct marketing communications and related profiling;
- To develop new products and services and to review and improve current products and services;
- To comply with legal and regulatory obligations, requirements and guidance;
- To provide insights and analysis of our members and customers both for ourselves and for the benefit of business partners either as part of providing products or services, helping us to improve products or services, or assess or improve the operating of our businesses;
- To share information with business partners to provide our products and services or operating our business.

We rely on the following legal bases to use **Your** personal data:

1. Where it is needed to provide **You** with our products or services.
2. Where it is in our legitimate interests to do so, such as:
  - a. Managing **Your** membership or volunteering or providing you with products or services;
  - b. To perform, test the performance of, our products, services and internal processes;
  - c. For management and audit of our business operations including accounting;
  - d. To carry out monitoring and to keep records of our communications with **You** and our staff (see below);
  - f. For market research and analysis and developing statistics;
  - g. For direct marketing communications and profiling to help us to improve products and services for **You**;
  - h. To provide insight and analysis of our customers to business partners;
  - i. For some of our profiling; and
  - j. When we share **Your** personal information with these other people or organisations other than for providing products and services to **You**, as necessary for running our business or complying with legal or regulatory obligations.
3. To comply with our legal obligations.
4. With your consent or explicit consent.

We may share information with the following third parties for the purposes listed above:

- Other organisations and businesses who provide services;
- Credit Reference and Fraud Prevention Agencies (see below); and
- Market research organisations who help us to develop and improve our products and services.

Where we're relying upon **Your** consent, **You** can withdraw this at any time by contacting us as described in the first paragraph of this document.

We're based in the UK, but sometimes **Your** personal information may be transferred outside the European Economic Area. If we do so, we'll make sure that suitable safeguards are in place unless certain exceptions apply.

We may monitor where permitted by law and we'll do this where the law requires it, or to comply with regulatory rules, to prevent or detect crime, in the interests of protecting the security of our communications systems and procedures, and for quality control and staff training purposes. This information may be shared for the purposes described above.

We keep personal data for as long as we have reasonable business needs, to provide goods and/or services to **You** and then for as long as someone could bring a claim against us; and/or in line with legal and regulatory requirements or guidance.

**You** have certain rights under data protection laws. Some of these only apply from May 2018:

- The right to have **Your** personal information corrected;
- The right to object to certain processing of **Your** personal information;
- The right to restrict processing of **Your** personal information;
- The right to have **Your** personal information erased;
- The right to request access to **Your** personal information;
- The right to move, copy or transfer **Your** personal information;
- Rights in relation to automated decision making.

**You** have the right to complain to the Information Commissioner's Office which enforces data protection laws: <https://ico.org.uk/>.

**You** have the right to object to certain data uses. **You** can contact us using one of the methods described in the first paragraph of this document.

### Changes to this policy

We may change this policy from time to time. We encourage **You** to check this policy for changes whenever you revisit our website - <https://www.friendsofthesouthdowns.org.uk/>