



# Privacy Policy

The privacy and security of your personal information is extremely important to us. This privacy policy explains how and why we use your personal data, to make sure you stay informed and can be confident about giving us your information.

We'll keep this page updated to show you all the things we do with your personal data. This policy applies if you're a supporter of the Trust (member, patron, donor, volunteer, customer, employee) or use any of our services, visit our website, use our email, call or write to us.

We'll never sell your personal data and will only share it with organisations we work with when it's necessary and the privacy and security of your data is assured.

## Who are 'we'?

In this policy, whenever you see the words 'we', 'us', 'our', 'the Trust', 'BCT' it refers to Birmingham Conservation Trust (including the Coffin Works).

## What personal data do we collect?

Your personal data (any information which identifies you, or which can be identified as relating to you personally for example, name, address, phone number, email address) may be collected and used by us. We'll only collect the personal data that we need.

We collect personal data in connection with specific activities such as registration or membership requests, placing an order, donations and gift-aid, patrons and legacy giving programmes, volunteering, employment etc.

You can give us your personal data by filling in forms (these could be hard copy or on our website), by registering to use our website, entering a competition, promotion or survey or by corresponding with us (by phone, email or by joining as a member/supporter/customer).

This personal data you give us may include name, title, address, date of birth, age, gender, employment status, demographic information, email address, telephone numbers, personal description, photographs, attitudes, opinions, usernames and passwords.

## Personal data provided by you

This includes information you give when interacting with us, for example joining or registering, placing an order or communicating with us. For example:

- Personal details (name, date of birth, email, address, telephone, and so on) when you join as a member or supporter
- Financial information (payment information such as credit or debit card or direct debit details, and whether donations are gift-aided)

We may automatically collect the following information:



Technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform and if you access our website via your mobile device we will collect your unique phone identifier

- Information about your visit, including, but not limited to the full Uniform Resource Locators (URL) and query string, clickstream to, through and from our website (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as but not limited to scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any phone number used to call our customer service number
- Information about your purchases including but not limited to revenue figures, the types of products purchased, membership application ID, purchase ID, and Renewal ID.
- The terms that you use to search our website

## **Personal data created by your involvement with us**

Your activities and involvement with us 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 decide to donate to us, then we'll keep records of when and how much you give to a particular cause.

## **Volunteer, work experience & academic placements**

If you're a volunteer with us or complete a work experience or academic placement then we may collect extra information about you (e.g. references, details of emergency contacts, medical conditions, and for certain roles criminal records checks etc.). This information will be retained for the duration of your volunteering with us and up to 12 years after departure for legal and/or contractual reasons, to protect us (including in the event of an insurance or legal claim) and for safeguarding purposes.

## **Children's personal data**

Individuals who apply to complete a work experience placement with us are 16 or over. We consider anyone who is 16 or under to be classed as a child. On applying to complete work experience we ask permission from a parent or guardian to process the child's personal data to process their application. If the child is successful in their application, we will ask for additional information including details of emergency contacts and medical conditions. This information is retained for the duration of the work experience placement with us and for 12 years after departure for legal or contractual reasons, to protect us (including in the event of an insurance or legal claim) and for safeguarding purposes.

## **How we use your personal data**

We'll only use your personal data on relevant lawful grounds as permitted by the EU General Data Protection Regulation (from 25 May 2018)/UK Data Protection Act and Privacy of Electronic Communication Regulation.

Personal data provided to us will be used for the purpose or purposes outlined in any fair processing notice in a transparent manner at the time of collection or registration where



appropriate, in accordance with any preferences you express. If asked by the police, or any other regulatory or government authority investigating suspected illegal activities, we may need to provide your personal data.

Your personal data may be collected and used to help us deliver our charitable activities, help us raise funds, or complete your order or request. Below are the main uses of your data which depend on the nature of our relationship with you and how you interact with our various services, websites and activities.

## **Marketing communications**

Your privacy is important to us, so we'll always keep your details secure. We'd like to use your details to keep in touch about things that may matter to you, and will do so via Mailchimp. You will always be able to opt out from receiving further information from us via the unsubscribe button at the foot of our Mailchimp communications.

If you choose to hear from us we may send you information based on what is most relevant to you or things you've told us you like.

We'll only send these to you if you agree to receive them and we will never share your information with companies outside Birmingham Conservation Trust for inclusion in their marketing.

However, if you tell us you don't want to receive marketing communications, then you may not hear about events or other work we do that may be of interest to you.

We may sometimes use third parties to capture some of our data on our behalf, but only where we are confident that the third party will treat your data securely, in accordance with our terms and in line with the requirements set out in the GDPR.

## **How can I change my contact preferences?**

You can change your contact preferences by filling out a 'change of consent' form and returning it to us. If you wish to unsubscribe from emails from us sent using Mailchimp, you can unsubscribe from those emails by following the unsubscribe link at the bottom of the email.

If you wish to unsubscribe from non-Mailchimp emails, you can do so by contacting [data@birminghamconservationtrust.org](mailto:data@birminghamconservationtrust.org) or by applying in writing to:

Birmingham Conservation Trust  
GDPR  
The Coffin Works  
13-15 Fleet Street  
Birmingham  
West Mids  
B3 1JP

There are some communications that we need to send. These are essential to fulfil our promises to you as a member, patron, volunteer, donor or buyer of goods or services from the Trust. Examples are:



- Transaction messaging, such as Direct Debit schedules and ticket purchase confirmations
- Membership-related mailings such as renewal reminders
- Volunteer-related mailings such as newsletters, invitations to events and reminders about activities

## **Supporters' Group Membership**

We use the personal data you provide as a member to service your membership. This includes sending renewal information to annual members by email and sending you membership news. It also includes sending your membership card and letter by post.

## **Fundraising, donations and legacy pledges**

Where we have your permission, we may invite you to support our work as a charity by making a donation, making a gift-aid declaration, getting involved in fundraising activities or leaving a gift in your will.

Occasionally, we may invite some supporters to attend special events to find out more about the ways in which donations and gifts in wills can make a difference to specific projects and to our work as a charity. We'll also send you updates on the impact that you make by supporting us in this way, unless you tell us not to.

If you make a donation, we'll use any personal information you give us to record the nature and amount of your gift, claim gift aid where you've told us you're eligible and thank you for your gift. If you interact or have a conversation with us, we'll make a relevant note of this and store this information securely on our systems.

If you tell us you want to fundraise to support our cause, we'll use the personal information you give us to record your plans and contact you to support your fundraising efforts.

If you've told us that you're planning to, or thinking about, leaving us a gift in your will, we'll use the information you give us to keep a record of this – including the purpose of your gift, if you let us know this. If we have a conversation or interaction with you about this (or with someone who contacts us in relation to your will, for example your solicitor), we'll note these interactions throughout your relationship with us, as this helps to ensure your gift is directed as you wanted.

Charity Commission rules require us to be assured of the provenance of funds and any conditions attached to them. We follow a due diligence process which involves researching the financial soundness, credibility, reputation and ethical principles of donors who've made, or are likely to make, a significant donation to Birmingham Conservation Trust.

As part of this process we'll carry out research using publicly available information and professional resources. If this applies to you, we'll remind you about the process when you make your donation.



## **Major donors**

If you're a current or prospective major donor, we'll give you a bespoke privacy notice with further details of how we look after your data.

## **Management of volunteers**

We need to use your personal data to manage your volunteering, from the moment you enquire to the time you decide to stop volunteering with us. This could include: contacting you about a role you've applied for or we think you might be interested in, expense claims you've made, shifts you've booked and to recognise your contribution.

It could also include information from your volunteering supervisor or the team at the site you volunteer at about things happening where you volunteer and about your volunteering, including asking for your opinions on your volunteering experience.

We may also share this with funders to help them monitor how their funding is making a difference.

## **Retail sales and events management**

We process customer data in order to fulfil retail activities. Your data will be used to communicate with you throughout the process, including to confirm we've received your order and payment, to confirm dispatch, to clarify where we might need more detail to fulfil an order or booking, or to resolve issues that might arise with your order or booking. We may also hold dietary or disability requirements that you have given to help ensure accessibility when you visit.

## **Research**

We carry out research with our supporters, customers, staff and volunteers to get feedback on their experience with us. We use this feedback to improve the experiences that we offer and ensure we know what is relevant and interesting to you.

If you choose to take part in research, we'll tell you when you start what data we will collect, why and how we'll use it. All the research we conduct is optional and you can choose not to take part. For some of our research we may ask you to provide sensitive personal data (e.g. ethnicity). You don't have to provide this data and we also provide a 'prefer not to say' option. We only use it at an aggregate level for reporting (e.g. equal opportunities monitoring).

We may give some of your personal data (e.g. contact information) to a research agency who will carry out research on our behalf.

## **Profiling**

We know it's important to our supporters to use our resources in a responsible and cost-effective way. So we may use automated profiling and targeting to help us understand our supporters and make sure that: our communications (e.g. emails) and services (e.g. our website) are relevant, personalised and interesting to you



- our services meet the needs of our supporters
- we only ask for further support and help from you if it's appropriate
- we use our resources responsibly and keep our costs down

To do this we'll analyse how you interact with us and use both geographic and demographic information to let you know what's happening in your local area and understand your interests.

We use specific tools to profile how you interact with us online, for example Google Analytics. We use Google Analytics to collect information on the use of our website.

The personal information that is collected includes transactional information (i.e. order number) for Memberships, Donations, Renewals and Online Shop Purchases.

## **Recruitment and employment**

In order to comply with our contractual, statutory, and management obligations and responsibilities, we process personal data, including 'sensitive' personal data, from job applicants and employees.

Such data can include, but isn't limited to, information relating to health, racial or ethnic origin, and criminal convictions. In certain circumstances, we may process personal data or sensitive personal data, without explicit consent. Further information on what data is collected and why it's processed is given below.

**Contractual responsibilities:** Our contractual responsibilities include those arising from the contract of employment. The data processed to meet contractual responsibilities includes, but is not limited to, data relating to: payroll, bank account, postal address, sick pay; leave, maternity pay, pension and emergency contacts.

**Statutory responsibilities:** Our statutory responsibilities are those imposed through law on the organisation as an employer. The data processed to meet statutory responsibilities includes, but is not limited to, data relating to: tax, national insurance, statutory sick pay, statutory maternity pay, family leave, work permits, equal opportunities monitoring.

**Management responsibilities:** Our management responsibilities are those necessary for the organisational functioning of the organisation. The data processed to meet management responsibilities includes, but is not limited to, data relating to: recruitment and employment, training and development, absence, disciplinary matters, e-mail address and telephone number.

## **Sensitive personal data**

The Act defines 'sensitive personal data' as information about racial or ethnic origin, political opinions, religious beliefs or other similar beliefs, trade union membership, physical or mental health, sexual life, and criminal allegations, proceedings or convictions.

In certain limited circumstances, we may legally collect and process sensitive personal data without requiring the explicit consent of an employee.





(a) We will process data about an employee's health where it is necessary, for example, to record absence from work due to sickness, to pay statutory sick pay, to make appropriate referrals to the Occupational Health Service, and to make any necessary arrangements or adjustments to the workplace in the case of disability. This processing will not normally happen without the employee's knowledge and, where necessary, consent.

(b) We will process data about, but not limited to, an employee's racial and ethnic origin, their sexual orientation or their religious beliefs only where they have volunteered such data and only for the purpose of monitoring and upholding our equal opportunities policies and related provisions.

(c) Data about an employee's criminal convictions will be held as necessary.

## **Disclosure of personal data to other bodies**

In order to carry out our contractual and management responsibilities, we may, from time to time, need to share an employee's personal data with one or more third party supplier.

To meet the employment contract, we are required to transfer an employee's personal data to third parties, for example, to pension providers and HM Revenue & Customs.

In order to fulfil our statutory responsibilities, we're required to give some of an employee's personal data to government departments or agencies e.g. provision of salary and tax data to HM Revenue & Customs.

## **Updating your data and marketing preferences**

We want you to remain in control of your personal data. If, at any time, you want to update or amend your personal data or marketing preferences please email us at [data@birminghamconservationtrust.org](mailto:data@birminghamconservationtrust.org) or by applying in writing to:

Birmingham Conservation Trust  
GDPR  
The Coffin Works  
13-15 Fleet Street  
Birmingham  
West Mids  
B3 1JP