

Privacy Notice for Shropshire Hills Landscape Trust

Who we are?

The Shropshire Hills Landscape Trust is a registered charity (number 1168432). Our address is: c/o Shropshire Hills National Landscape, Unit 5, Drovers House, Craven Arms, SY7 9BZ. You can also contact us by email at: info@shropshirehillslandscapetrust.org.uk

How do we collect information from you?

We collect information from you when you participate in one of our programmes – including:

- the Friends of the Shropshire Hills scheme (which we jointly run with the National Landscape Team)
- our Business Supporters Scheme
- when you apply for a grant from the Conservation Fund
- donations, or other appeals and programmes we may operate.

What types of information do we collect from you?

We collect personal information (for example your name, address, email address and telephone numbers) so that we can communicate with you to do our work.

Details of information obtained from third parties?

When necessary for specific activities we may obtain names and contacts gathered on our behalf by the Shropshire Hills National Landscape Team, under a Data Sharing Agreement.

How is your information used?

We may use your information to fulfil our legitimate interest to communicate with you and keep necessary records associated with furthering the approved charitable objects of the Trust:

To promote the conservation and enhancement of the natural beauty, landscape, wildlife and heritage historic value of the Shropshire Hills National Landscape, for the benefit of the public.

To advance understanding, education and awareness, in and around the Shropshire Hills, of the natural beauty, landscape, wildlife and heritage historic value of the National Landscape for the benefit of the public.

Research and statistics

Anonymised and pseudonymised data may be used for research and statistical purposes. Any data collected may be used for research and statistical purposes that are relevant and compatible with the purpose that the data was collected for.

Who has access to your information?

The Shropshire Hills National Landscape Team (hosted by Shropshire Council) supports the work of the Trust including through some administration, and so has we share your information with them under a Data Sharing Agreement. We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

What are your rights in relation the personal data we process?

- Access – you can request copies of any of your personal information that is held by us.
- Rectification – you can ask us to correct any incorrect information.
- Deletion – you can ask us to delete your personal information. We can refuse to delete information if we have a lawful reason to keep this.
- Portability – you can ask us to transfer your personal data to different services or to you in some circumstances.

- Right to object or restrict processing – you have the right to object to how your data is being used and how it is going to be used in the future.
- Right to prevent automatic decisions – you have the right to challenge a decision that affects you that has been made automatically without human intervention, for example an online form with an instant decision.

How long will we keep your information for?

We will keep information for only as long as is needed and will dispose safely of records which are no longer needed. We will comply with Data Protection legislation regarding how long we keep your data.

What security precautions in place to protect the loss, misuse or alteration of your information?

We are strongly committed to data security and will take reasonable and appropriate steps to protect your personal information from unauthorised access, loss, misuse, alteration or corruption. We have put in place physical, electronic, and managerial procedures to safeguard the information you provide to us. However, we cannot guarantee the security of any information you transmit to us. We recommend that you take every precaution to protect your personal information.

Keeping your data up to date

We want to ensure any information we hold is accurate. You can help us by promptly informing us of any changes to the information we hold about you.

Cookies & IP addresses. What are Cookies and why are they used?

Cookies are small text files which identify your computer to the servers for the Trust pages on the National Landscape Team website run through Shropshire Council. They are used to improve the user experience. View what cookies we use and how you can manage them at <https://shropshire.gov.uk/website-information/use-of-cookies/>.

Complaints

If you would like to make a complaint regarding the use of your personal data please contact us:

By Post: Shropshire Hills Landscape Trust, Unit 5 Drovers House, Craven Arms, SY7 9BZ

By phone: 01743 254740

By email: info@shropshirehillslandscapetrust.org.uk

For independent advice about data protection, privacy and data sharing issues, you can contact the Information Commissioner's Office (ICO):

By Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

By phone: 0303 123 1113 {local rate} or 01625 545 745 (national rate)

Alternatively, visit ico.org.uk or email casework@ico.org.uk

20th June 2024