



The Green Backyard

YOUR Urban Green Space

Privacy Policy

How we respect privacy when we deal with personal information collected by The Green Backyard

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This Privacy Policy applies to information The Green Backyard (GBY) collects about individuals who interact with our charity. It explains what personal information we collect and how we use it. For the purpose of the General Data Protection Regulation (GDPR), GBY is the data controller.

If you have any comments or questions about this policy, feel free to contact us at info@thegreenbackyard.com.

1. Personal data that we process

The following table explains the types of data we may collect and the legal basis, under current data protection legislation, on which this data is processed.

Purpose	Data (key elements)	Basis
Enquiring about our organisation and its work	Name, email, message	Legitimate interests - it is necessary for us to read and store your message so that we can respond in the way that you would expect.
Subscribing to email updates about our work	Name, email	Consent - you have given your active consent.
Making a donation	Name, email, address, payment information	Legitimate interests - this information is necessary for us to fulfill your intention of donating money and your expectation of receiving a confirmation message.
Signing up as a member	Name, email	Contract - you have entered into a contractual relationship with us as set out in our membership terms and conditions.
Signing up as a volunteer	Name, email, phone number, address, next of	Legitimate interests - this information is necessary for us to contact you about

	kin contact details	volunteering opportunities and your next of kin in case of an emergency
Website functionality	Website collected cookies	activity through Legitimate interests - it is necessary for us to store a small amount of information, usually through cookies, to deliver functionality that you would expect.

All personal data is stored securely in accordance with the principles of the GDPR and will be:

- Used lawfully, fairly and in a transparent way;
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes;
- Relevant to the purposes we have told you about and limited only to those purposes;
- Accurate and up to date;
- Kept only as long as necessary for the purposes we have told you about;
- Kept securely.

2. How we use your data

We will only use your data in a manner that is appropriate, as set out in the table in Section 1.

For example, we may use your personal information to:

- Reply to inquiries you send to us;
- Handle donations or other transactions that you initiate; and
- Where you have specifically agreed to this, send you marketing communications by email relating to our work which we think may be of interest to you.

3. When we share your data

We will only pass your data to third parties in the following circumstances:

- You have provided your explicit consent for us to pass data to a named third party;
- We are using a third party purely for the purposes of processing data on our behalf and we have in place a data processing agreement with that third party that fulfils our legal obligations in relation to the use of third party data processors; or
- We are required by law to share your data.

In addition, we will only pass data to third parties outside of the EU where appropriate safeguards are in place as defined by Article 46 of the GDPR.

4. How long we keep your data

We take the principles of data minimisation and removal seriously and will ensure that we only ever ask for the minimum amount of data for the associated purpose and delete that data promptly once it is no longer required.

5. Third party websites

Our Website may, from time to time, contain links to and from the websites of our partner

networks, advertisers and affiliates. We have no control over such websites and are not responsible for the content of these websites. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these. Please check these before you submit any personal data to these websites.

6. Rights you have over your data

You have a range of rights over your data, which include the following:

- Where data processing is based on consent, you may revoke this consent at any time and we will make it as easy as possible for you to do this (for example by putting 'unsubscribe' links at the bottom of all our marketing emails);
- You have the right to ask for rectification and/or deletion of your information;
- You have the right of access to your information;
- You have the right to lodge a complaint with the Information Commissioner if you feel your rights have been infringed.

A full summary of your legal rights over your data can be found on the Information Commissioner's website here: <https://ico.org.uk>

Please note that relying on some of these rights, such as the right to deleting your data, will make it impossible for us to continue to deliver some services to you. However, where possible we will always try to allow the maximum access to your rights while continuing to deliver as many services to you as possible.

7. Cookies & usage tracking

A cookie is a small file of letters and numbers that is downloaded on to your computer when you visit a website. Cookies are used by many websites and can do a number of things, e.g. remembering your preferences and counting the number of people looking at a website.

Where cookies are used to collect personal data, we list these purposes in the table in Section 1 above, along with other personal data that we collect. However, we also use some cookies that do not collect personal information but that do help us collect anonymous information about how people use our website. We use Google Analytics for this purpose. Google Analytics generates statistical and other information about website usage by means of cookies, which are stored on users' computers. The information collected by Google Analytics about usage of our website is not personally identifiable. The data is collected anonymously, stored by Google and used by us to create reports about website usage. Google's privacy policy is available at <http://www.google.com/privacypolicy.html>

8. Modifications

We may modify this Privacy Policy from time to time and will publish the most current version on our website.