

# Privacy Policy – April 2022

We are committed to keeping the personal details of our members and supporters safe.

## 1. Our commitment to your privacy

This policy explains how and why we use your personal data, to ensure that you remain informed and in control of your information.

- Alderney Bird Observatory Ltd, a company limited by guarantee, registered in Alderney number 1992.
- Alderney Bird Observatory Ltd are a registered charity in Guernsey, our registered charity number is CH624.

For the purpose of this policy the Alderney Bird Observatory use three key definitions to describe people mentioned in this policy. These are definitions used by the Information Commissioner's Office (ICO) and the Office of the Data Protection Commissioner Guernsey

- 'Data subject': this is you, one of our loyal members and supporters. As the data subject, we respect your right to control your data.
- 'Data controller': this is us, the Alderney Bird Observatory. With your permission, we determine why and how your personal data is used (as outlined in this policy).
- 'Data processor': this is a person, or organisation, who processes your data on our behalf, with your permission. For example, this might be a mailing house who sends your membership magazine to you, on our behalf (due to the size of our organisation, it's more cost-effective to outsource ad-hoc and large-scale tasks like this).

If we ever were to work with other organisations or individuals in this way, we will ensure that a written contract is in place to protect your data. No third party we work with will ever 'own' your data, so you will never hear from them independently and we will ensure that they delete your data from their systems when they have completed the task in hand. We always send your data to partner organisations securely, to minimise the risk of it being intercepted by unknown individuals and/or organisations.

We will never sell your personal data.

Should you wish to find out more about the information we hold about you, or about our privacy policy, please contact us:

Data Controller

Telephone: (01481) 822954 or 07815 549191

Email: [abo.warden@outlook.com](mailto:abo.warden@outlook.com)

Telegraph House, Essex Hill, Alderney, Channel Isles GY9 3YB

Our office hours are Monday – Friday, 9am – 5pm.

## N.b. Accuracy

While every effort has been made to ensure the accuracy of the information supplied on this site, Alderney Bird Observatory cannot be held responsible for any errors or omissions, and makes no warranties representation or undertakings about its content or the content of any other website referred to or accessed by a hypertext link. All information is subject to change without notice.

## 2. Why do we collect your personal data?

We use your personal data to keep in touch with you. We will only ever collect, store and use your personal data when we have an identified purpose and reason to do so. Further information about why we collect your personal data is outlined below.

### a) To administer your Alderney Bird Observatory membership

We collect your personal data to administer your membership, which may involve:

- Sending you your membership welcome pack when you first join us
- Processing your standing order subscription payments, if you have set this donation process up with us
- Sending you your membership renewal letter
- Getting in touch should there ever be any issues processing your subscription payment

### b) To send you items purchased from our online shop, including event bookings and accommodation bookings

We collect your personal data to send you:

- items you have purchased from our online shop
- information about events you have booked onto
- information on an accommodation reservation you have made

### c) To send you information about our work and ask for your opinion

We also collect your personal data so that we can send you information about our work that we feel will be of interest to you. This includes your membership magazine, fundraising appeals, events, campaigning opportunities, membership, services, products, newsletter requests, feedback, competitions and other activities, as well as information about other carefully selected organisations that we work in partnership with (such as the accredited members of the British Bird Observatories Council). From time to time, we may also use your personal data to ask for your opinion about our work.

#### i) Gift membership

If your ABO membership was purchased as a gift, we will use the address provided by the purchaser to send you information about our work in the post. This will include a 'renewal letter', which we will send you when your membership is due to expire, to see if you would like to continue supporting our charity.

#### ii) When your membership has ended

Unless we hear from you directly, we will continue to send you information about our work for up to 12 months after your membership has ended. This is just in case your support was cancelled accidentally, by for example changing your bank account details, and you wish to update your details with us.

Your personal data also helps us to get to know you better and to develop a 'profile' of you on our secure supporter database. This 'profile' enables us to send you the information listed above in a timely and relevant way, to suit you. For example, keeping track of the donations you make to our organisation helps us to send you information about fundraising appeals that we feel you would like to hear about. Likewise, keeping a record of your wildlife interests that you may tell us about in one of our Membership Surveys, helps us to send you relevant project updates.

We use two different lawful bases for processing your data for 'direct marketing' purposes:

#### i) Legitimate interest

This is where we have identified a genuine and legitimate reason for contacting you, which crucially does not override your rights or interests

We use legitimate interest to send you the information listed above by post or telephone (if you are not registered with the Telephone Preference Service, and you have given us your telephone number).

#### ii) Opt-in consent

This is where you have given us express permission to contact you by particular communication channels.

We use opt-in consent to send you the information listed above by email, text message (SMS) or telephone.

We respect your right to update the way we get in touch with you about our work at any time.

d) To enable you to volunteer with us

If you are a Alderney Bird Observatory volunteer, we collect your personal data so that we can keep in touch with you about, for example:

- volunteer work programmes
- changes to planned volunteer work programmes that you may be taking part in
- the positive impact you have on our work, by sending you our volunteer newsletter
- dedicated volunteer thank-you events

### 3. What kind of personal data do we collect? How do we collect it?

#### a) Basic information

We will usually collect basic information about you, including your name, postal address, telephone number, email address and your bank details if you are supporting us financially.

Most of the time, we collect this data from you directly. Sometimes this is in person; other times, it is over the telephone, in writing or through an email. Occasionally we obtain information, such as your telephone number or other contact details, from external sources (only where you have given permission for such information to be shared i.e. telephone directory).

#### b) Getting to know you better

We also collect information about you that helps us to get to know you better. This may include:

- information about your wildlife interests, which you tell us through our Membership Surveys
- records of donations you've made towards fundraising appeals
- your preferences of how you would like us to contact you
- ways you've helped us through volunteering your time
- records of events you've attended, or campaigns or activities that you've been involved in

Sometimes we will collect other information about you such as your date of birth and gender. When we do so, we will be very clear as to why we are collecting such information, and we will only do so with your specific consent and permission.

We may also collect demographic and consumption data generated through geodemographic tools. If you do not wish your data to be collected in any of these ways, or have questions about them, please contact us:

Data Controller

Telephone: (01481) 822954 or 07815 549191

Email: [abo.news@outlook.com](mailto:abo.news@outlook.com)

Telegraph House, Essex Hill, Alderney, Channel Isles GY9 3YB

Other ways in which we collect personal data to get to know you better include:

#### i) Our website

Our website uses 'cookies' to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites.

Our cookies help us:

- Make our website work as you'd expect
- Remember your settings during and between visits
- Improve the speed/security of the site
- Allow you to share pages with social networks like Facebook
- Continuously improve our website for you

The section of this policy that lists the cookies used on our website is currently under review.

#### c) Sensitive personal data

We do not normally collect or store sensitive personal data (such as information relating to health, beliefs or political affiliation) about supporters and members. However, there are some situations where this will occur.

When we do so, we will be very clear as to why we are collecting such information, and we will only

do so with your specific consent and permission. In these situations, we collect the data from you directly.

If you are a volunteer then we may collect extra information about you, for example:

- references
- criminal records checks
- details of emergency contacts
- medical conditions

We may also collect sensitive personal data if you have an accident on site in the completion of an accident and/or incident report. This information will be retained for legal reasons, for safeguarding purposes and to protect us (including in the event of an insurance or legal claim). If this does occur, we'll take extra care to ensure your privacy rights are protected.

#### d) Children and young people

In line with data protection law, we will not collect, store or process your personal details if you are under 13 years of age; unless we have the express permission from your parent or guardian to do so.

This is so that we can send you information that we feel is suitable to your age.

## 4. How do we store your data?

### a) Security

All of the personal data we process is processed by our staff here in Alderney which is situated outside of the European Economic Area (EEA). The handling of your data will be in with laws and the guidance of the Bailiwick of Guernsey, and those of Alderney (should they differ).

Electronic data and databases are stored on secure computer systems and we control who has access to information (using both physical and electronic means). Our staff receive data protection training and we have a set of detailed data protection procedures which personnel are required to follow when handling personal data.

### b) Payment security

Alderney Bird Observatory does not directly request financial data online. If you use a credit card to donate, purchase a membership of the ABO, make a booking with the Field Centre or purchase something online we will pass your credit card details securely to our payment providers PayPal.

Alderney Bird Observatory complies with the payment card industry data security standard (PCI-DSS) published by the PCI Security Standards Council, and will never store card details.

Of course, we cannot guarantee the security of your home computer or the internet, and any online communications (e.g. information provided by email or our website) are at the user's own risk.

### c) Data retention policy

We will only use and store information for as long as it required for the purposes it was collected for. We continually review what information we hold, and delete what is no longer required.

For further information, please see our Data Retention Policy.

## 5. Your rights

We respect your right to control your data. Your rights include:

### a) The right to be informed

This privacy notice outlines how we capture, store and use your data. If you have any questions about any elements of this policy, please contact us.

### b) The right of access

If you wish to obtain a record of the personal data we hold about you, through a Subject Access

Request, we will respond within one month.

c) The right to rectification

If we have captured information about you that is inaccurate or incomplete, we will update it.

d) The right to erase

You can ask us to remove or randomise your personal details from our records.

e) The right to restrict processing

You can ask us to stop using your personal data.

f) The right to data portability

You can ask to obtain your personal data from us for your own purposes.

g) The right to object

You can ask to be excluded from marketing activity.

h) Rights in relation to automated decision making and profiling

We respect your right not to be subject to a decision that is based on automated processing. For more information on your individual rights, please see the Information Commissioner's Office.

## 6. Making a complaint

Alderney Bird Observatory want to exceed your expectation in everything we do. However, we know that there may be times when we do not meet our own high standards. When this happens, we want to hear about it, in order to deal with the situation as quickly as possible and put measures in place to stop it happening again.

We take complaints very seriously and we treat them as an opportunity to develop our approach. This is why we are always very grateful to hear from people who are willing to take the time to help us improve.

Our policy is:

- To provide a fair complaints procedure that is clear and easy to use for anyone wishing to make a complaint.
- To publicise the existence of our complaints procedure so that people know how to contact us to make a complaint.
- To make sure everyone in our organisation knows what to do if a complaint is received.
- To make sure all complaints are investigated fairly and in a timely way.
- To make sure that complaints are, wherever possible, resolved and that relationships are repaired.
- To learn from complaints and feedback to help us to improve what we do.

### Confidentiality

All complaint information will be handled sensitively, in line with relevant data protection requirements.

### Responsibility

Overall responsibility for this policy and its implementation lies with the ABO board.

For further information on how to make a complaint, please see our Complaints Policy.

### Information Commissioner's Office

For further assistance with complaints regarding your data, please contact the Information Commissioner's Office, whose remit covers the UK, or the Guernsey Data Protection Commissioner:

Guernsey Information Centre,  
North Esplanade,  
St. Peters Port GY1 2LQ

Telephone: +44 (0) 1481 742074  
Website: <https://dataci.gg/>  
Email: [enquiries@dataci.org](mailto:enquiries@dataci.org)

## 7. Leaving our website

We are not responsible for the privacy practices or the content of any other websites linked to our website. If you have followed a link from this website to another website you may be supplying information to a third party.

## 8. Copyright

All material present on ABO controlled websites is the copyright of the Alderney Bird Observatory unless otherwise stated. Most images and illustrations are credited and are copyright of the photographer or illustrator. You are permitted to view the contents of this site for your personal use or private study and to save one copy of such reasonable extracts for your personal use or private study.

Except as expressible agreed herein, it is strictly forbidden to copy any material from this site for commercial use (other than as necessary for the purpose of viewing the site in the course of business).

## 9. Get in touch

Should you wish to find out more about the information we hold about you, or about our privacy policy, please contact us:

Data Controller  
Telephone: (01481) 822954 or 07815 549191  
Email: [abo.news@outlook.com](mailto:abo.news@outlook.com)  
Telegraph House, Essex Hill, Alderney, Channel Isles GY9 3YB

### Important - Notification of privacy changes

This Privacy Policy was updated October 2020. We update this policy periodically. If Alderney Bird Observatory decides to change its privacy policy it will post any changes on its website under the section entitled 'Privacy Policy'