



## Hill End Outdoor Education Centre

### Privacy Notice

At Hill End we want to ensure that you are kept fully aware of how any data that you share with us will be looked after and used.

In accordance with the General Data Protection Regulation (GDPR), we have implemented this privacy notice to keep you fully informed about the types of data we process about you. We also include within this notice the reasons for processing your data, the lawful basis that permits us to process it, how long we keep your data for and your rights regarding your data.

#### Who We Are

We are Hill End, an education charity (registered charity number 1173987 and a limited company number 10688301). We take protecting your personal data very seriously and will ensure that any data you decide to share with us will be processed in a fair, open and transparent manner.

#### A) Data protection principles

Under GDPR, all personal data obtained and held by us must be processed according to a set of core principles. In accordance with these principles, we will ensure that:

- a) Processing is fair, lawful and transparent
- b) Data is collected for specific, explicit, and legitimate purposes
- c) Data collected is adequate, relevant and limited to what is necessary for the purposes of processing
- d) Data is kept accurate and up to date. Data which is found to be inaccurate will be rectified or erased without delay
- e) Data is not kept for longer than is necessary for its given purpose
- f) Data is processed in a manner that ensures appropriate security of personal data including protection against unauthorised or unlawful processing, accidental loss, destruction or damage by using appropriate technical or organisation measures
- g) We comply with the relevant GDPR procedures for international transfer of personal data

#### B) What types of data do we hold?

##### Personal information

The types of personal information data that you share with us include details such as your name, address, email address, phone numbers. You will have given us this information when, for example, booking our facilities and activities, signing up for a Hill End event or signing up to our mailing list.

##### How do we use this information?

We will use this information to allow us to provide services to our customers, such as contacting you about your upcoming bookings and for billing purposes. We may also use this to keep you updated about

relevant aspects of Hill End's work (unless you have told us you do not want to be contacted) and to keep a record of the support that you have given to Hill End.

If you use our website, you will be asked to consent to the use of cookies. We may use these to monitor the use of our website through the use of, for example, Google analytics.

### **C) Lawful basis for processing**

The law on data protection allows us to process your data for certain reasons only and it's important that this is clear.

We are able to process your data in order to comply with a legal requirement, to fulfil a contract with you or because you have given us your consent to do so.

In some cases, we may use data provided to us to contact you if there is legitimate interest behind the use of that data. For example, we may advertise a product, service or event to an existing or potential customer which is appropriate and/or similar to that which they have previously purchased. In these instances, we will inform you clearly what the source of that data was and how you can opt out of any future communication from us.

The new GDPR regulations state that we need to also consider the conditions under which we process special category data. We will only process special categories of data at Hill End when you have given us your explicit consent to do so, to carry out our legal obligations or for reasons of substantial public interest.

### **D) Who we share your data with?**

We will never sell or share your personal information with organisations so that they can contact you for any marketing activities. Equally, we would never sell any information to other organisations about your web browsing activity.

We use a number of established online platforms to manage aspects of our business. These include Checkfront (bookings), Xero (finance) and Mailchimp (mailing lists). We also use cloud storage such as Google Drive. These companies typically use data centres based inside and outside Europe in the United States, New Zealand and Asia, but are committed to providing data protection in line with the principles of GDPR. Please contact us if you would like any further information about this.

### **E) Protecting your data**

We are aware of the requirement to ensure your data is protected against accidental loss or disclosure, destruction and abuse. We have implemented processes to guard against such and are committed to ensuring that your personal data is always kept safe.

### **F) Retention periods**

We only keep your data for as long as we need it for, depending on the relevant activity. Some data retention periods are set by the law.

### **G) Your rights**

It's very important to us that you understand what your rights are in respect to how we process your data. You have the following rights in relation to the personal data we hold on you:

- a) The right to be informed about the data we hold on you and what we do with it;
- b) The right of access to the data we hold on you, along with what personal information we use, why we use it, if we share it and how long we hold it for. To make a request please put this in writing to Hill End Outdoor Education centre, Eynsham road, Farmoor Oxford OX2 9NJ There is no charge for this service.

- c) The right for any inaccuracies in the data we hold on you, however they come to light, to be corrected. This is also known as 'rectification';
- d) The right to have data deleted in certain circumstances. This is also known as 'erasure';
- e) The right to restrict the processing of the data;
- f) The right to transfer the data we hold on you to another party. This is also known as 'portability';
- g) The right to object to the inclusion of any information;
- h) The right to regulate any automated decision-making and profiling of personal data.

#### **H) Consent**

Where you have provided consent to our use of your data, rather than for contractual or legal reasons, you also have the right to withdraw that consent at any time. This means that we will stop processing your data.

#### **I) Making a complaint**

If you think your data rights have been breached, you are able to raise a complaint with the Information Commissioner (ICO). You can contact the ICO at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

Version 2

Agreed at the Hill End Trustees' Meeting, 09/11/2021