



## Privacy Statement

We want anyone who comes into contact with Wild about our woods, whether it be to book tickets to one of our events, attend one of our holiday clubs or enquire about a Birthday party, to feel confident and comfortable with how the personal information they provide will be looked after or used. This Privacy Statement sets out how we collect, use and store personal information (this means any information that identifies or could identify an individual).

### **We collect information from you in the following ways:**

Through our website - you might fill out a Birthday party enquiry form, book on to one of our events, sign up to our mailing list or make a payment for a place at a holiday club.

Via email - you might have a general enquiry or we may contact you for more information in order to provide you with the best service possible.

Via social media - you might want to make a general enquiry or let us know if you are not able to attend an event.

### **Personal Information**

We collect and why Personal information we collect might include details such as your name, your date of birth, email address, telephone number as well as any other information you provide in any communications with us that could identify you. We will mainly use this information:

- 🚦 To process your bookings.
- 🚦 To provide the services that you have requested.
- 🚦 To update you with important information about an event.
- 🚦 To keep a record of your relationship with us.

In most cases, if you do not provide this information, we will not be able to process your booking, sign you up for a particular event or provide the services you have requested.

### **Sensitive Personal Information**

In some circumstances, we ask for health and medical information as well as details of special needs in order to ensure we are able to provide the best service possible, to maximise accessibility and inclusion in our services and to manage possible risks to people who use our services. This kind of information is categorised as 'Sensitive Personal Information' and we will treat that information with extra care and confidentiality and always in accordance with this Privacy Statement.

### **Using your information**

In some cases, we will only use your personal information where we have your consent or because we need to use it in order to form a contract with you (for example, because you have purchased a ticket to one of our events). However, there are other lawful reasons that allow us to process your personal information and one of those is called 'legitimate interests'. We consider it a legitimate

interest to use your information to increase our reach and achieve our goal of making forest school available to as many children and families as possible. Therefore, we ask for information on where you travel from to understand where our marketing is having an impact or we collate anonymised information about the additional needs of the children who come in order to apply for funding for more special needs provision. Another lawful reason might be 'vital interests'. An example of this would be where we inform the leader of an event that a child will be attending with a severe gluten intolerance. If the leader was planning on making damper bread, they will then modify their activity to ensure the safety of that child when they attend.

## **Marketing**

We will only contact you for marketing purposes if you have consented for us to contact you in this manner.

You can update your choices or stop us sending you these kinds of communications at any time by contacting 'wildaboutourwoods@yahoo.com' or clicking the unsubscribe link at the bottom of the relevant communication.

## **Sharing your Information**

The personal information we collect about you will be shared between our employed and self-employed staff and volunteers so that they can provide you with a service. We also share your information with our trusted partners and suppliers who work with us or on our behalf to deliver our services. Processing of this information is always carried out under our instruction.

One example of information sharing is with data processors who help to create and send information to you to reduce our costs. We also share information with partners who help us to process payments and we have partners who help us to manage our bookings. These third parties are all required to comply with Data Protection Laws and ensure that they have appropriate controls in place to secure your information.

In exceptional circumstances, in the course of delivering our services, should we become concerned about the safety of an individual, especially with regards to a child, we may need to share our concerns with an appropriate agency, in accordance with our Safeguarding policy.

We will never sell your personal information.

## **Keeping your information safe**

We take looking after your information very seriously. We've implemented appropriate physical, technical and organisational measures to protect the personal information we have under our control, both on and off-line, from improper access, use, alteration, destruction and loss.

Unfortunately, the transmission by you of information using the internet is not completely secure. Although we do our best to protect your personal information sent to us this way, we cannot guarantee the security of data transmitted to our website or email account. Any debit or credit card








details which we receive on our website are passed securely to Stripe, our payment processing partner, according to the Payment Card Industry Security Standards.

### **How long we hold your information for**

We only keep personal data for as long as is reasonable and necessary.

### **Your rights**

You have various rights in respect of the personal information we hold about you – these are set out in more detail below. If you wish to exercise any of these rights or make a complaint, you can do so by contacting us at [wildaboutourwoods@yahoo.com](mailto:wildaboutourwoods@yahoo.com)

-  **You have the right to request access to a copy of the personal information that we hold about you.** You have a right to know why we use it, who we share it with and how long we keep it for. You can make access in writing, but we will need proof of your identity.
-  **You have a right to object to our processing of your personal information**
-  **You have a right to withdraw your consent for us to use personal information at any time** (e.g. if you have given consent for us to use your information for marketing)
-  **You have a right to ask us to change or complete any inaccurate or incomplete personal information held about you.**
-  **You have a right to ask us to delete your personal information where it is no longer necessary for us to use it, you have withdrawn consent, or where we have no lawful basis for keeping it.**
-  **You have a right to ask us to provide you or a third party with some of the personal information that we hold about you**
-  **You have a right to ask us to restrict the personal information we use about you**