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# Privacy Policy

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<b>Version</b>	1.0
<b>Agreed by</b>	Brockenhurst Village Trust Board
<b>Date ratified</b>	21.11.2019
<b>Next review due</b>	November 2020
<b>Responsible trustee</b>	Community Director Note: Data Protection Officer is Hall Manager
<b>Related documents</b>	CCTV Policy and Procedure, Safeguarding Policy

## **1. Purpose of this policy and procedure**

- 1.1 This Privacy Statement specifies how we treat personally identifiable information. We provide this Privacy Statement because hall users, staff, trustees and others on whom information may be held have a right to know what information we collect and how it is protected and used.
- 1.2 We aim to be clear about our purposes when we collect your data and not do anything the individual or group concerned wouldn't reasonably expect. Developing a better understanding of our customers and supporters through their personal data allows us to make better decisions about the activities we provide at the Village Hall and in connection with the wider activities of the Brookenhurst Village Trust.

## **2. Application**

- 2.1. This policy and procedure applies to all trustees, members of staff, managers/leaders of hall user groups, hall users and volunteers from whom personal data may be collected, or who may make use of personal data on the basis of official business as described below.

## **3. Definitions used in this policy**

- 3.1 Personal Data Personal data is any data that relates to an identifiable individual, such as name, address, contact details, age (including trustee dates of birth provided for the Charity Commission's annual return), gender, family details. In addition it can include:

- Online identifiers e.g. email addresses
- Employee information
- Databases holding contact information e.g. about bookings, newsletter mailings, ticket sales
- CCTV footage (in this case covered by a separate and related policy document)
- Financial information
- For fundraising purposes e.g. lists of individual donors, gift aid reclaim records
- For publicity purposes e.g. photos of identifiable people at events.

- 3.2 Website Cookies - A cookie is a small file, saved onto a computer or other electronic device, which stores small pieces of information about how an individual user has used our site or to aid the ticket buying process.

- 3.3 General Data Protection Regulation. Brought into force in 2018, the General Data Protection Regulation (GDPR) is binding law, and sets out to give individuals greater control of their personal data that's held by third-parties, in this case the Brookenhurst Village Trust and specifically the Village Hall.

## **4. Policy statement**

- 4.1 What information do we collect?

We might collect personal information when a user buys a ticket over the counter, by phone or online via our website; by signing up for one of our other events or workshops; by hiring out facilities; by making a donation or sponsoring us; or by communicating with us. We also keep your details when you sign up to receive emails from us.

The information we hold about an individual may include:

- Name
- Postal address
- Telephone number
- Email address
- Ticketing history
- Billing information
- Donation history
- Preferences for how we communicate with an individual about our activities. We maintain a record of transaction history, but we do not store payment card numbers.
- We keep a record of the emails we send, and we may track whether an individual receives or open them so we can make sure we are sending the most relevant information. We may then track any subsequent actions online, such as buying a ticket.

#### 4.2 How do we use personal data?

We use data for example to:

- Provide you with or respond to information you have asked for
- Contact you if there are any important changes to shows/classes
- Administer your ticket sale or donation, including processing Gift Aid
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- We use profiling and segmentation to ensure communications are relevant and timely and to provide an improved experience to our customers and supporters
- It is not possible to be comprehensive in describing the use of data – for example in an emergency requiring the contact of relatives, we may need to access personal information, but this cannot be predicted.

## 5. Principles

### 5.1 Marketing communications

If an individual has opted to receive marketing communications from the Hall or Trust by post or email we will tell them about events and related services that might be of interest.

We may email you about shows, classes and other activities at the hall, or a combination of these in a regular Brockenhurst Village Hall email newsletter. On occasion emails may include a survey. Individuals can sign up to these lists separately so that you only receive what is relevant to you.

All emails will carry an unsubscribe link to click if a recipient no longer wish to receive them.

If an individual has opted out of marketing communications, the Hall/Trust may still get in touch with you for administrative purposes regarding your bookings.

An individual can change marketing preferences or opt out of marketing communications by calling the office 01590 622580.

### 5.2 Third parties

We will not share any of and individuals personal details with any other third parties without the individual's prior and specific agreement, unless required in order to fulfil our contract with them, or required and allowed by law.

5.3 Use of the website [brockenhurstvillage.org.uk](http://brockenhurstvillage.org.uk)

We use cookie information to monitor traffic levels and to find out how our website is used, so we can keep improving. We do not store any information about you personally in our cookies.

5.4 How we keep your data safe

Personal data will be held and processed on Brockenhurst Village Trust systems. Where possible we aim to keep a single record for each customer. Personal data is always held securely. Access to customer information is strictly controlled. It is held in the UK and the processes are EU and GDPR compliant.

5.5 Retention period

We will store data in our Booking System for a maximum of 10 years after an individuals last transaction or communication with us. To determine this retention period we considered the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and the applicable legal requirements, which includes financial returns and Gift Aid declaration timescales.

## 6. Responsibilities

The Hall Manager is the Trust's Data Protection Officer. They are thus responsible both directly and through staff and others working in an official capacity (staff, trustee, volunteer) for the management of all information, personal and not, for its safekeeping, and to ensure the principles such as retention, and the security procedures outlined below are complied with. This will include knowledge of what information is stored, and where it is stored, in accordance of the mapping requirement of GDPR.

The Hall Manager is responsible for maintaining a close and regular watch, the identification of any breach of security, and its timely notification to the Trustees, and the relevant official bodies.

## 7. Procedure

- 7.1 All reasonable care shall be taken to safeguard personal data. Computers and other electronic devices shall as a minimum be protected by a password, and set up to automatically lock electronically after no more than five minutes of non-use. Any computer which is left unattended must be electronically locked and only accessible through its password. This should apply both on and off the Village Hall and other Trust premises. No screen displaying personal data should be left unattended and in sight of the general public, other hall users, etc..

Physical measures should be in place to ensure computers and other items cannot be removed (i.e. physical laptop locks to a secure item such as a workbench). Computers should be stored in a locked room when the hall is not in use.

7.2 An individual has the following rights related to their personal data:

- The right to request a copy of personal information held about them
- The right to request that inaccuracies be corrected
- The right to request us to stop processing their personal data
- The right to withdraw their consent to direct marketing
- The right to request that we erase their personal data
- The right to lodge a complaint with the Information Commissioner's Office

7.3 An individual has the right to get a copy of the information that we hold about them. This is called a Subject Access Request (SAR). They can request a copy of personal information in writing to Brockenhurst Village Trust, The Village Hall, Highwood Road, Brockenhurst, SO42 7RY.

They should include their full name, address and contact telephone number and details of the specific information they require, including any relevant dates. They will need to supply proof of identification, and address. We will respond to their request within thirty days from receipt as required by GDPR.

This service is free of charge, however we will be allowed to charge for our reasonable administrative costs if the request is clearly unfounded or excessive.

## **8. Useful information**

8.1 If there are have any questions about this Privacy Statement, or wish to be removed from any communications or data processing activities please email [trust@brockenhurstvillage.org.uk](mailto:trust@brockenhurstvillage.org.uk)

8.2 This document has been written in conjunction with 'Data Protection for Village Halls and Community Buildings – A preliminary Guide' published by ACRE (Action with Communities in Rural England) in January 2018.

November 2019.