



Love the Broads Privacy Policy



Love the Broads is a visitor-giving scheme and the fund-raising arm of the Norfolk & Suffolk Broads Charitable Trust – commonly known as the ‘Broads Trust’, a registered charity (no. 1124552). You can contact us at info@lovethebroads.co.uk.

We are the controller of the information that we obtain from and about you. We understand and respect the importance of your privacy and we are committed to the fair and transparent processing and safeguarding of your personal information. In providing information about our activities to you, we must collect personal information from you and make subsequent use of it as detailed below. Any data held by us allows the Trust to conduct its business, namely fund-raising support and promoting improvements for people who work in, live in and visit the unique wetland of the Norfolk and Suffolk Broads.

HOW WILL WE COLLECT INFORMATION?

We will only collect personal information from you by specifically asking for it:-

- When you complete a form at a local trade or consumer show.
- When you make an enquiry with us over the telephone, by mail, by email or via our website.
- When you register with us to receive newsletters or email updates, and when you enter competitions run by us or take part in surveys or customer feedback.

WHAT INFORMATION WILL WE COLLECT?

We may collect all or some of the following information relating to you or other parties on your booking:-

- Names and contact details (including your telephone number, email and postal address);
- Any special interests or preferences that you have related to the Broads and its region.
- No data of a sensitive nature will be held by us.

HOW WILL WE USE THE INFORMATION YOU GIVE US?

We will use your details to contact you from time to time with news about the Love the Broads visitor-giving scheme, details of special events, membership information and other news relating to the Norfolk & Suffolk Broads Charitable Trust, the Broads National Park and the wider region.

When we collect your name, postal and email address, we will ask you for your permission to make use of those details for the purposes of staying in touch. We will not use your information to contact you for marketing purposes unless you have given us your specific consent to do so, but there may be limited occasions where we contact you even though you have not given that consent. That may be because you have contacted us in the past to make an enquiry and we need to use your personal information to contact you for our legitimate interest.

In such cases, after full consideration of all relevant facts, we have concluded that using your data for the purposes of communicating with you without specific consent is a legitimate purpose, our communication with you is necessary for that purpose and that your individual interests do not override our legitimate interest in using this information. However, if at any time you would like us to stop communicating with you, you get in touch with us directly by emailing us [here](#) or you may follow the link on the email itself to unsubscribe from our emails.

WILL MY INFORMATION BE DISCLOSED TO THIRD PARTIES?

We will never share information about you with third parties for their own marketing purposes without your consent. We may share information about you with like-minded organisations we work with, for example the Broads Authority, and we may also need to use your personal information to comply with a relevant legal or regulatory obligation that we have, for example with regard to the Charity Commission.

WHAT OTHER RIGHTS DO YOU HAVE?

In the first instance, please talk to us directly so we can resolve any problem or query. You also have the right to contact the Information Commissions Office (ICO) if you have any questions about Data Protection. You can contact them using their help line 0303 123 113 or at www.ico.org.uk. You may ask us in writing for a copy of the information we hold about you (for which we may charge a fee if your request is excessive) and in some circumstances to delete, rectify, block and the information we hold about you; to complete and restrict its use, and to port it to another organisation. You have the right to request additional information about the handling of your personal data and to object to the processing of your data in some circumstances. Where we have asked for consent to process your data, you may withdraw this consent. Please note that we may not be able to provide some of these services if your request requires disproportionate effort on our part and any information that we do hold may already have been destroyed in line with our data retention policy (see below).

SECURITY AND RETENTION OF INFORMATION

We will take all necessary steps to make sure that the information we hold about you is kept secure at all times against unauthorised or unlawful loss or disclosure. We will retain it only for as long as it is needed for its original purpose or to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. Any information no longer required will be deleted or disposed of confidentially and completely. We also have appropriate contractual obligations with our 'data processors' to ensure that they comply with the requirements of UK law. However, outside the European Economic Area, controls on data protection may not be as wide as the legal requirements in this country.

COOKIES

Cookies are small amounts of information that we may store on your computer. Our website does make use of cookies, which make it easier for you to log on to and use the site during future visits. They also allow us to monitor website traffic and to personalise the content of the site for you. You may set up your computer to reject cookies from our site by following the relevant instructions which can be found at www.aboutcookies.org. In that case, you may not be able to use certain features on our site

UPDATES AND CHANGES

A report will be made to the Trustees of the charity once a year and we will review our current privacy statement, which may change due to developments in the law. We encourage you to re-read this from time to time so you are aware of any changes in how we gather and use your personal information.