

General Data Protection Regulations (GDPR) 2018

Privacy Policy

Where this policy applies

This privacy policy applies to all data collected and processed on all websites, databases and their associated systems which are owned or managed by LEAF and which includes its primary websites.

Why do we collect and process your personal data?

To be able to provide the range of products and services offered by LEAF (e.g. membership, information and resources, event details, training courses, reports and newsletters) we collect and process certain information or data about you. We do this when you personally subscribe as a member, supporter, sponsor; sign up to request our services or to take part in our events or training courses.

What personal data or information do we collect and process

We collect:

- ◆ Name;
- ◆ Address;
- ◆ Your email address;
- ◆ Telephone/mobile number;
- ◆ We will also process your personal data provided by you to facilitate your online payment for your membership subscription or our other paid services -the we process links securely to a secure third-party payment portal (e.g. PayPal, WorldPay or etapestry);
- ◆ Your IP address, and details of which version of web browser you used and information on how you use the site, using cookies and page tagging techniques in order to improve the quality of service we provide to you

We do not collect or process **sensitive personal data** (as defined in GDPR 2018).

What is the Lawful Basis (defined in GDPR)

LEAF's lawful basis for processing your data is considered a 'contractual' in that you have requested (purchased, joined, requested or subscribed) to a LEAF service, freely provided your personal data and for which LEAF is then required to deliver the service. Such services require an exchange of goods, services, technical information, membership news or resources and in many cases, a form of payment. To deliver these services and meet its obligations, LEAF must hold and process your personal data. Examples of these services include, but are not limited to;

- ◆ Membership services
- ◆ Sponsorship of events and associated services
- ◆ Access to myLEAF resources and purchasing of information Boards
- ◆ Registering for the Open Farm Sunday and Open Farm School Days events and news and

- ◆ purchasing resources
- ◆ Subscribing to a range of electronic newsletters
- ◆ Access to technical information and resources
- ◆ Attending LEAF or other industry third party (managed by LEAF) training or information events
- ◆ Attendance at LEAF and other conferences and workshops
- ◆ Access to and receipt of LEAF Annual and Global Impacts Reports

Where your data is stored

We store your data on Customer Relationship Management (CRM) and other standard software on secure servers in the UK. We also work with contracted specialist partners, through service level agreements, who provide secure platforms and software to store data on our behalf. Our internal systems used to process and manage data is hosted on a secured network with secure servers and with password protected access for authorised staff.

Keeping your data secure

Sending information over the internet is generally not completely secure, and therefore we cannot guarantee the security of your data while it is in transit. However, our secure servers ensure your data is protected once we have received it. Our websites, web servers and office servers all have SSL (data encryption) Certificates. We have procedures and security features in place to keep your data secure and we ensure management of data is restricted to authorised staff only; each of whom have unique password protected access. Our internal system used to process data is also hosted on secure servers, has SSL certificates and have added security with password protected access. Data is securely 'backed up' to secure 'cloud' servers.

Some member services have the additional security layers of unique user login and password protection.

Sharing your information

We **do not share** your information with any other organisations or third parties for marketing, market research or commercial purposes, and we do not pass on your details to other websites.

We **do share** your personal information where we have a legal obligation or contractual requirement to do so to fulfil a service you have requested (e.g. online payments, LEAF Marque Certification, orders for resources through an approved fulfilment agency or to facilitate training, event attendance or IT administration).

Updating or changing your preferences

GDPR 2018 is explicit that you must have an opportunity to change your personal preferences in respect of data we may hold (this includes deleting your data). All our electronic communications give you the option to update your preferences at any time. Similarly, each of our websites includes a contact page where you can email us.

Alternatively, you may contact the LEAF offices where we will happily service a request to update your preferences. Use the following options:

- ◆ By email to enquires@leafuk.org
- ◆ Telephone 02476 413911.
- ◆ Write to: Data Protection Officer, LEAF, Avenue J, Stoneleigh Park, Warwickshire, CV8 2LG

Some services we provide are specifically linked to your personal data for security purposes and we will inform you if your proposed changes will or have had an adverse impact on other services we provide to you.

Should you wish to see a copy of your personal data held by LEAF, please contact us using one of the methods described above.

Our websites

A significant number of the services we deliver to our members and supporters are accessed through our website(s). The following is a list of websites that are owned or managed by LEAF and where this privacy policy is applied and is accessible.

www.leafuk.org

www.myleaf.org - User/member portal on LEAF Website

www.farmsunday.org

www.face-online.org.uk

www.leafmarque.com

www.countrysideclassroom.org.uk

www.visitmyfarm.org

Links to other websites

Our websites will contain links to other websites. This privacy policy only applies to websites associated with or managed by LEAF (as listed earlier) and does not cover other websites that we link to. If you transfer to another website from a LEAF website, we recommend you read the privacy policy on that website to find out what happens with your data.

Following a link to a LEAF website from another website

If you land on a LEAF website from another website, we may receive information from the other website, but your data is then protected by this privacy policy and your data is treated in the same way.

Cookies

LEAF websites put small files (known as 'cookies') onto your computer to collect information about how you browse the site. This information is used to:

- ◆ measure how you use the website, so it can be updated and improved based on your needs
- ◆ remembers the notifications you've seen so that we don't show them to you again

Cookies **are not** used to identify you personally.

How cookies are used

We use Google Analytics software to collect information about how you use LEAF Websites. We do this to help make sure the site is meeting the needs of its users and to help us make improvements, for example improving site search.

Google Analytics stores information about:

- ◆ the pages you visit
- ◆ how long you spend on each page
- ◆ how you got to the site
- ◆ what you click on while you're visiting the site

We do not collect or store your personal information (for example your name or address) so this information cannot be used to identify who you are.

We do not allow Google or any other third party to use or share our analytics data.

Further Information

Should you have any questions in respect of this policy, your personal data or LEAF's data protection systems, please contact LEAF's **Data Protection Officer** (Chief Operating Officer) as described in the 'updating your preferences' section above.