

## Keep Britain Tidy Privacy Policy

Keep Britain Tidy aims to process information about you fairly, lawfully, and in a transparent manner. This policy relates specifically to our collection and use of personal information of supporters and website users for the purposes of running our charity.

Keep Britain Tidy is a "data controller". This means that we are responsible for deciding how we hold and use personal information about you. We are required under data protection legislation to notify you of the information contained in this privacy policy.

It is important that you read this policy, together with any other privacy policy or notice we may provide on specific occasions when we are collecting or processing personal information about you, so that you are aware of how and why we are using such information.

### Our contact details

**Name:** Keep Britain Tidy (Registered in England and Wales under the registered charity number 1071737 and as a limited company registered under the company number 3496361).

**Address:** Elizabeth House, The Pier, Wigan, WN3 4EX.

**Telephone Number:** 01942 612 621

**Email:** [dataprotection@keepbritaintidy.org](mailto:dataprotection@keepbritaintidy.org)

**Web address:** [www.keepbritaintidy.org](http://www.keepbritaintidy.org)

### The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics such as name, title, addresses, telephone numbers, and personal email addresses;
- Date of birth;
- Gender identity;
- Sexual orientation;
- Ethnicity;
- Religion;
- Disability status;
- Individual's interests;
- Details of your involvement in our campaigns and charity work, including any information you provide to us during your involvement with our campaigns;
- Details of donations you have made and financial information such as method of payment and card details;

- Details of your tax status to enable us to claim Gift Aid;
- Details of any fundraising you have completed;
- Details of any information you provide to us when submitting applications for our awards (e.g. Green Flag Awards or Coastal Awards);
- Details of any information you provide to us when taking part in our initiatives such as the Eco-Schools programme;
- Details of any correspondence you have with us including any interaction you have with us on our social media platforms;
- Details of any complaints you have made;
- Your marketing and communications preferences;
- Photographs
- CCTV images (where you attend any of our premises);
- For visitors to our website in addition to the above, we may collect:
  - technical data, such as your IP address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access our website;
  - profile details such as your interests, preferences, feedback and survey responses.

## How we collect your personal information

Most of the personal information we process is provided to us directly through interactions with you and/or by automated technologies during your interactions with one of the following websites:

- [Keep Britain Tidy](#);
- [Green Flag Award](#);
- [Green Key](#), and;
- [Eco-Schools](#).

As you interact with our websites, we will automatically collect technical data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. For more information about our use of cookies, please see our [Cookies Policy](#).

Supporters are asked to 'opt-in' to receive information about a campaign by providing some or all the personal information listed above.

Supporters will also be asked if they wish to receive our email news updates, giving more information on our other work. Supporters will 'opt-in' to receive these email news updates. You can ask us to stop sending you these updates at any time by following the unsubscribe links on any communications we send to you or by contacting us at any time.

We may also collect your personal information indirectly from publicly available sources such as corporate websites, public social media accounts and the electoral

register, in order to create a better understanding of our supporters and potential supporters' interests and support of KBT.

## Legal basis for using your personal information

We will only use your personal information when the law allows us to. Your personal information is usually processed for one of the following reasons under data protection law:

- where you have provided your consent for us to contact you, for example to email you with information on a campaign you have chosen to support or with KBT email news updates;
- where we need to comply with a legal obligation;
- where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

We may also use your personal information in the following situations, which are likely to be rare:

- where we need to protect your interests (or someone else's interests);
- where it is needed in the public interest.

## How we use your personal information

The situations in which we will process your personal information are:

- Volunteer administration in support of our various environmental programmes;
- Registering you as a supporter;
- Compiling, sorting and updating lists of all supporters of a campaign;
- Compiling, sorting and updating the list of supporters signed up to receive our email news updates;
- Contacting you with email updates on our campaigns;
- Contacting you with our email newsletter, where you have signed up to receive this
- Administering your donation or supporting your fundraising;
- Analysing data to better understand our supporter base, to help us formulate strategies to encourage representative support across the whole of society;
- Keeping a record of your correspondence with us;
- Responding to any request, complaint or query you make to us;
- Managing our events;
- Processing any applications you make to our awards schemes;
- Administering and protecting KBT and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data);
- Using data analytics to improve our website, marketing, relationships and experiences.

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## How we may share your personal information

We will share your personal information with third parties where required by law, where it is necessary to administer our relationship with you or where we have another legitimate interest in doing so.

Where necessary or required, we may share your personal information as follows:

- With partner operators or third-party service providers (including contractors and designated agents), in connection with services performed on our behalf and to process data in support of our purposes listed above, for example:
  - provision of web support websites and programme web portals;
  - recruitment applicant tracking and recruitment administration;
  - Customer Relationship Management for processing contact information to facilitate internal administration and reporting, and external communication;
  - to monitor how our websites and webpages are used by visitors to our sites;
  - to provide on-line training;
  - to process order information for items we supply.
- With government bodies and law enforcement agencies;
- With our insurers and legal advisers;
- With our auditors and accountants;
- With survey and research organisations;
- With our funding providers;
- With third parties to whom we may choose to sell, transfer or merge parts of our charity or our assets. Alternatively, we may seek to acquire other charities or merge with them. If a change happens to KBT, then the new trustees may use your personal data in the same way as set out in this privacy policy.

This list is not exhaustive as there are other circumstances where we may also be required to share information, for example:

- To meet our legal or regulatory obligations;
- In connection with legal proceedings (or where we are instructed to do so by Court order).

Our relationships with third party service providers are governed by contractual provisions with us and they only have access to personal information to perform the described purposes and may not use it for other purposes.

## How we store your personal information

Your information is securely stored on a secure private network and within our marketing databases within the UK and European Economic Area (EEA).

We may transfer your personal information outside the UK and EEA. For example, some of our external third-party service providers may be based outside the UK and EEA so their processing of your personal data will involve a transfer of data outside the UK and EEA.

Whenever we transfer your personal information out of the UK and EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal information to countries that have been deemed to provide an adequate level of protection for personal information.
- Where we use certain service providers, we may use specific contracts approved for use in the UK and EEA which give personal data the same protection it has in the UK and EEA.
- Where there is a specific exemption under data protection law which will permit us to make the transfer outside the UK and EEA.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the UK and EEA.

## How long we keep your personal information

We will only retain personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. For details of our different retention periods, please contact us using the contact details above.

## Your data protection rights

Under data protection law, you have rights including:

- **Your right of access** - You have the right to ask us for copies of your personal information.
- **Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- **Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.
- **Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- **Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not generally required to pay any charge for exercising your rights. If you make a request, we generally have one month to respond to you, unless we have a legal ground to extend this deadline. Please note, there are some specific circumstances where these rights do not apply and we can refuse to deal with your request.

## **Your right to withdraw consent**

In the circumstances where you may have provided your consent to the processing of your personal information, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact us using the contact details above. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

You can ask us to stop sending you marketing updates at any time by following the unsubscribe links on any communications we send to you or by contacting us at any time.

## **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to Euan Mitchell (Data Protection Officer) at:

dataprotection@keepbritaintidy.org,

or by writing to us at:

The Data Protection Officer, Elizabeth House, The Pier, Wigan, WN3 4EX.

You can also contact us by telephone Number on 01942 612 621.

If you are unhappy with how we have used your data you can also complain to the Information Commissioner's Office. The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

## **Changes to this Privacy Policy**

This privacy policy was last updated in March 2025. We reserve the right to update this privacy policy at any time. We may also notify you in other ways from time to time about the processing of your personal information.

**Policy Implementation Notice**

This is the policy statement of: **KEEP BRITAIN TIDY**

The overall and final responsibility for this policy is that of: **Board of Trustees**

Date policy reviewed: March 2025

Approved by the Board of Trustees on (date): 25<sup>th</sup> March 2025

Next policy review date: March 2026

Day-to-day responsibility for ensuring this policy is put into practice is delegated to: **Data Protection Officer**