



## Whitehill & Bordon Community Party

### **PRIVACY POLCY**

If you are a member or supporter of Whitehill & Bordon Community Party, or you have corresponded with us digitally, then we hold a small amount of information about you which falls under the category of Personal Data. Whitehill & Bordon Community Party is the Data Controller of this information, under the EU General Data Protection Regulation.

#### **What we hold and why**

We hold only the minimum amount information we need to keep you up-to-date on our political activities, which you have normally given to us.

This is likely to be:

- Name
- Email address
- Telephone number
- Payment dates (no account details)
- Subscription start dates
- Photographic consent (where appropriate)
- Email access tracking (via third party)

The purposes of holding this information are:

- Marketing and fundraising (with consent or 'soft opt-in')
- Administration (legitimate interests)
- Regulatory compliance

You can withdraw marketing consent at any time by emailing [hello@whitehillbordon.org.uk](mailto:hello@whitehillbordon.org.uk).

#### **Special Category data**

As a political organisation, we may at times ask for your political opinions on certain matters. These fall within the definition of Special Category data under the GDPR. We only ever process this data with your clear, unambiguous consent, which will be sought at the time of collection.

#### **Cookies**

Our website does not use cookies. Any third-party website/platform that we use including social media pages Facebook may have their own privacy policy and terms & conditions and we advise you to familiarise yourself with them.

## **Who the information is shared with**

Personal data may be used by Party Officer, members and volunteers, under the auspices of Whitehill & Bordon Community Party as the Data Controller. We do not regard this as data sharing and take responsibility for their use of this data.

We may use other companies for certain services, known as Data Processors:

### **Facebook**

We use Facebook for promotional and communication purposes. Facebook are based in the US, and have their own Privacy policies – we are not responsible for Facebook’s use of data that you place on the site, whether on our page or otherwise.

We do conduct non-specific marketing campaigns (Ads) via Facebook, based on page likes, keyword likes, geographical location and sometimes also demographic factors (primarily age and gender). We do not directly access any of this data, nor do we engage in behavioural analytics.

### **Google**

We use Google for primarily for administration purposes, particularly in relation to campaign co-ordination, for example organising volunteers. Google also carries You Tube content. Google data is hosted (which means held) in the US where privacy law is different. However, Google have signed up to Privacy Shield, which provides an adequate level of protection in EU law, and carry additional security certifications, so you can be confident in the protection this offers.

### **Crowdfunder**

We may use Crowdfunder for fundraising purposes. If you have donated to us via Crowdfunder, you will have assented to their Privacy Policy at that time. Data is not retained but may be accessed by Whitehill & Bordon Community Party via that platform.

### **PayPal**

We may use used PayPal for payment collections. If you have donated via PayPal (either directly or through a third party), you will have assented to their Privacy Policy at that time. Data is not retained but may be accessed by Ideal Bradford via that platform.

### **Banking**

We use the Barclays Bank for banking services and our officers may hold party funds ‘in trust’ on behalf of the Whitehill & Bordon Community Party.

## **How long we keep your data**

We will only keep your data for as long as we need it. Where you are subscribed to our marketing list, we will stop emailing you if you have not opened any of our last 10 emails, though a small amount data will continue to be held for compliance purposes for up to 1 year.

Where we collect opinions and information for campaigning purposes, some of this data may be kept for historical and research purposes without additional notice being provided.

## **Your rights**

You have various rights under the GDPR:

- To object to an aspect of processing;
- To ask us to correct your data;
- To ask us to erase your data;
- To ask us to provide you with a copy of your data.

You can make requests to us on any of these by emailing [dom@idealbradford.org](mailto:dom@idealbradford.org).

You can also make complaints on any aspect of our data protection practice to the Information Commissioner's Office [www.ico.org.uk](http://www.ico.org.uk), although we would ask that you contact us first so that we can try and resolve things for you.

## **Data Protection Officer**

Whitehill & Bordon Community Party is not required to appoint a Data Protection Officer, although we do have access to qualified data protection advice. If you have any queries, please do contact us at the email address above.

Privacy Policy provided by [www.privacy-ethics.org](http://www.privacy-ethics.org)