



MOLD PLASTIC REDUCTION PRIVACY POLICY

Mold Plastic Reduction (MPR)'s postal address is Mold Town Hall, Earl Road, Mold CH7 1AB. The lead Data Protection Authority for Mold Plastic Reduction is the Information Commissioner's Office, Wycliffe House, Walter Lane, Wilmslow, Cheshire SK9 5AF

1 PERSONAL DATA THAT WE COLLECT

The type of personal information that we could collect about you includes:

- Name & Title.
- Gender.
- Date of birth.
- Postal address.
- Phone number.
- Email address.
- Social Media profiles.
- IP Address.
- How you heard about us.
- Details about the campaigns that you choose to support.
- Details of ways you support us, e.g. volunteering.
- Photographs or digital images (e.g. in photos taken at MPR events or where MPR is present).
- How we communicate with you and any preferences you may have.
- Details of any contact that we may have with you.
- Relationships with other people on our database, e.g. members of the same household.

2 COOKIES

Cookies are small text files on your computer, smart phone, tablet or other device. They are made by your web-browser when you visit a website. Every time you go back to that website, your browser will send the cookie file back to the website's server. Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences and generally improving the user experience.

Cookies help MPR identify which bits of our website people are using, and help us to improve the user experience. Information supplied in cookies also allows us to measure the effectiveness of online marketing campaigns for MPR so that we can become more efficient.

A cookie, by itself, can't be used to identify you; we cannot and do not link it with personal information we hold about you (e.g. your name, address, email address).

3 HOW WE USE YOUR PERSONAL DATA

- To respond to any correspondence you enter into with us.
- To ensure we act on any requests you make about how we do/don't contact you.
- For campaigning purposes.
- Where you sign a petition or otherwise take action, your details maybe sent on to the campaign target, or an email be sent on your behalf, as indicated when you take action.
- To help us analyse and understand our audience. This allows us to make improvements to our campaigning and our service to relationship with supporters.
- To allow us to verify your identity if we are required to do so, to be able to comply with laws and regulations, to protect our organisation and your personal data from fraudulent activities.
- To comply with our legal obligations and to share data with law enforcement agencies if required to do so.

4 THE LEGAL BASES UPON WHICH WE USE YOUR PERSONAL DATA

Consent: We use consent to send you details on campaigning by email and text. As is your right, you can withdraw your consent at any time. All our campaigning emails include an unsubscribe link.

Where you sign a petition or otherwise take action, we also use consent to send your details on to the campaign target, or to send an email on your behalf, as indicated when you take action.

Legal Obligation: We need to retain and use certain records to uphold the law, to satisfy legal, regulatory and compliance obligations.

Legitimate Interest: We may collect and use data where this is reasonably necessary for our legitimate interests. Such processing will be fair, balanced and will not unduly impact on your rights as an individual. For example, there may be times when it is not practical or appropriate to ask for your consent and where we are confident this will not impact on your rights.

Our legitimate interests include campaigning to support our charitable objectives. In support of these legitimate interests we may collect or process personal data in the following ways:

- for administration and governance activities related to MPR and its entities;
- to record and respond to any correspondence you enter into with us;
- to send you campaigning materials by post (you can opt-out of these communications at any time);
- to contact, by email or phone, some very specific audiences relevant to our work;
- to record and act on your communication preferences;
- in certain circumstances, to undertake research on individuals before we proactively contact them.

5 WHEN AND HOW WE COLLECT YOUR DATA

We collect your data when you contact us directly, or interact with us via a third party, to:

- Make an enquiry to us
- Sign up to receive emails
- Take part in a campaign
- Engage with us on social media
- Volunteer for us
- Attend an event
- Connect with us online

In certain circumstances, we will conduct our own research and gather information that is available within the public domain. There is a certain amount of publicly available information from sources such as social media, published articles and news channels. We would use this information to improve our communications approaches.

When you are engaging with MPR through a third party, please also check their Privacy Policy.

6 MARKETING

We communicate with individuals to encourage participation in our work. We send campaigning and communications in a variety of ways:

BY EMAIL, SMS & PHONE: We will only communicate for campaigning purposes via these channels if you have given us your consent for us to do so. As is your right you can withdraw your consent for any method of communication at any time.

BY POST: We send campaigning information in the post on the basis of our legitimate interests. You will not receive mail from us if you have specifically requested not to. If you would prefer NOT to receive communications from us in the post, you can let us know via the form included with any of our letters, or by contacting us directly. Please note your preferences may not be updated immediately, but we will aim to process your request within 28 days.

BY SOCIAL MEDIA ADVERTISING: If you are a social media user, we may use tools provided by the leading social media platforms, such as Facebook, to reach individuals likely to engage with and respond to our campaigns. If you have participated in our campaigns and haven't opted out, we may contact you via social media advertising. We may also use your profile anonymously, and in conjunction with many other profiles, to identify audiences that are also likely to engage with our campaigns and thereby help us achieve our objectives.

In order to improve the performance of our campaigns, we use conversion tracking to measure the outcome and improve the return on investment of Facebook Ads, for example, by reporting on the actions that audiences take after viewing those ads. We add a tracking pixel or cookie to our website and then track these conversions back to ads we are running on Facebook. No personal information is contained in

or collected as a result of using pixels. To opt out of remarketing pixels and technologies, visit Facebook's ad preferences page.

7 LENGTH OF TIME WE KEEP YOUR DATA

Your data is retained for as long as is necessary for the purpose that it was collected for. We are obliged to keep certain data to fulfil certain legal obligations and matters of record keeping. Any data that is retained is minimised to ensure that we are keeping only that which is required. We will securely delete all data when it is no longer required.

8 SHARING YOUR DATA

We will not sell or swap your personal data; and it is MPR's policy never to pass on your personal details to other organisations for their use, except when we have your express permission to do so or when the law requires it.

Your data will only be used under our explicit instructions and only for the purposes we specify, to carry out necessary operations for us.

There may be a need to disclose your personal data upon request to regulatory and government bodies as well as law enforcement agencies.

9 CHILDREN AND VULNERABLE INDIVIDUALS

Protecting children

MPR is committed to protecting the privacy of children. Although we are not responsible for determining the age of website visitors, our websites are primarily designed and intended for use by people ages 16 and over. If you are younger than this, you should review the terms of this Privacy Policy with your parent or guardian to make sure that you both understand them. No information should be submitted to our website, or communication entered into with MPR, by children without parental consent. All applicable laws are followed with respect to data collection from children.

NB – Parents and Guardians should be aware that, owing to the nature of our work, images (e.g. the carefully considered use of photographs depicting wildlife adversely affected by plastic) on our website or used in our communications may be considered unsuitable for children.

Supporters in vulnerable circumstances

MPR is committed to offering the very best standards of supporter care and protecting our supporters' privacy, dignity and wellbeing. If we believe that a supporter may be in vulnerable circumstances that could affect their capacity to make a decision about supporting us, we will do all we can to protect that supporter.

Your rights

You can request a copy of the information that we have on you. This will be free of charge in most cases. Please let us have details of the personal data you want to see and proof of your identity. You can send an email to plasticrollback@outlook.com or write to us at Mold Town Hall, Earl Road, Mold CH7 1AB.

Correcting the information we hold on you

If your personal information is out of date or is incorrect, we will correct it for you on request.

Erasing your personal data from our records

Simply let us know and we will delete your details from our database. This will mean that all records of you will be erased.

Opting out of all marketing (campaigning) communications

We will stop all campaigning communications, or communications via a specific channel, on request. If you have given us consent you can withdraw your consent at any time. We aim to update your record within 28 days.

Restricting the processing that we do

If you do not wish your information to be used for the purposes of screening or profiling, let us know. We aim to update your record within 28 days.

Using your information elsewhere

On request, we will provide you (or a third party you nominate) with your personal data in a structured, commonly used and machine-readable format.

Should you feel that your data is not being managed in an appropriate manner, you can raise a concern with the Information Commissioner's Office. You can also find general information from the ICO here: <https://ico.org.uk/for-the-public>

MPR is committed to keeping your data safe. Your personal data is stored on a secure network and we regularly monitor our systems for vulnerabilities. Access to your data is closely monitored; it is only accessible by volunteers who are bound by appropriate policies and procedures to protect your information.

We will review the policies and procedures of any third parties that we deal with, and ensure they are compliant with data protection laws.

10 CONTACT

If you wish to contact Mold Plastic Reduction in respect of our Privacy Policy or data management, e.g. gaining access to your data, or having a correction made, please contact our Data Manager by the following means:

By Email:

- To unsubscribe from receiving our emails, please click on the 'unsubscribe' link at the bottom of any email we send to you, or contact moldplasticreduction@gmail.com
- To request access to the personal data we hold about you: moldplasticreduction@gmail.com
- For all other enquiries: moldplasticreduction@gmail.com

By Post: The Data Manager, Mold Plastic Reduction, Mold Town Hall, Earl Road, Mold CH7 1AB

By Phone: +44 (0)7779 338343

If you are requesting access to the personal data we hold about you, please provide details of the personal data you want to see and proof of your identity. If you wish to contact the regulator (Information Commissioner's Office) you can do so at: <https://ico.org.uk/concerns>.