

## Privacy Policy

Effective Date: August 2025

At Maresfield Conservation Group, we are committed to protecting your privacy. This Privacy Policy explains how we collect, use and protect your personal data when you interact with our charity, including through our website at:

[www.maresfieldconservationgroup.org](http://www.maresfieldconservationgroup.org)

### 1. Who We Are

Maresfield Conservation Group, Registered Charity Number: 1104136, Email: [maresfieldconservation@gmail.com](mailto:maresfieldconservation@gmail.com) All our key details can be found on the Charity Commission for England and Wales website at [gov.uk](http://gov.uk)

### 2. What Information We Collect

We may collect the following types of personal data:

- Name, email address, postal address, and phone number (e.g., when you contact us, donate, or subscribe)
- Donation details (e.g., amount, method of payment – but not card numbers)
- Website usage data (see Cookie Policy below)

### 3. How We Use Your Information

We use your personal data to:

- Process donations and send thank-you messages
- Respond to your enquiries
- Keep you updated about our work (only with your consent)
- Manage volunteers or supporters
- Improve our website and services

We do not sell or share your personal data with third parties for marketing purposes.

### 4. Legal Basis for Processing

We rely on the following lawful bases to process your data:

- Consent – when you opt in to receive updates
- Legal obligation – for compliance with charity law or HMRC
- Legitimate interest – to manage our charity operations efficiently

### 5. How We Store Your Information

We store your data securely, and only for as long as necessary. Data is either stored within the UK or in trusted systems compliant with UK data protection standards.

### 6. Your Rights

You have the right to:

- Access the personal data we hold about you

- Correct inaccurate or outdated information
- Ask us to delete your data (in some circumstances)
- Withdraw consent at any time (e.g., unsubscribe from emails)
- Complain to the Information Commissioner's Office (ICO) if you're unhappy with how we handle your data

## **7. Cookies and Website Tracking**

What Are Cookies?

Cookies are small text files stored on your device when you visit our website. They help our website function, remember your preferences, and help us understand how visitors use the site.

### **What Cookies We Use**

- Strictly Necessary: Required for core functionality (e.g., cookie banner preferences)
- Analytics: Help us improve our site by collecting anonymised usage data (e.g., Google Analytics)

We do not use cookies for advertising or marketing.

### **Managing Cookies**

You can control cookies via your browser settings. Blocking cookies may affect site functionality.

For more information on cookies, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

## **8. Third-Party Services**

We may use trusted third-party providers (e.g., payment processors, email services) to help run our charity. These providers only process your data on our instructions and in compliance with data protection laws.

## **9. Links to Other Websites**

Our site may contain links to other websites. We are not responsible for the privacy practices of those sites.

## **10. Changes to This Policy**

We may update this policy occasionally. We encourage you to check back from time to time. The 'Effective Date' at the top will tell you when it was last updated.

## **11. Contact Us**

Email: [maresfieldconservation@gmail.com](mailto:maresfieldconservation@gmail.com)