

OUR PROMISE TO YOU

Welcome to Born Free, we hope you enjoy learning more about the wild animals we support. Before we send you any information that you may have requested, we must tell you about how we deal with your personal information.

This will include for example, your name, postal address and email. If you're under 16 years old, if possible, we'd really like you to tell your parent or guardian that you are talking to us about Born Free and our work.

In that way we can all work together. You'll need to read our full privacy policy to learn more about the way we collect and use your data. But first here's the really important stuff.

PROTECTING YOUR INFORMATION

The law says we must protect your information, not share it with anyone we haven't told you about, and only keep it for as long as we need it.

Born Free is a data controller and is responsible for your personal information when we collect it. We make sure we abide by the laws that ensure data is processed fairly, lawfully and with accountability.

We have appointed a Data Protection Officer who independently oversees the processing of your data to make sure we get it right. You can contact that person directly on **DPO@bornfree.org.uk**

WHY WE NEED YOUR INFORMATION

The reason we process your data is to keep you informed of our work supporting wild animals. We will not use your data for any other reason. If we send you information by email we will do so with your agreement (consent). If we post you some updates, we'll probably use our Legitimate Interest. This is when it might be in the best interests of Born Free and the animals we support to keep you updated. More details about this can be found on our website.

We do not transfer your data outside of the European Economic area and we have no plans to do so in the future. It is kept very safely in the UK.

We only collect the data we require. This will include your name, age, postal address, school you attend and email account.

We only keep your data for as long as is necessary and regularly review this. We have clear guidelines on this important aspect of your personal information. If you ever decide you don't want us to keep your data, we promise we'll delete it straightaway, just let us know.

YOUR LEGAL RIGHTS

You have several really important rights under the law. You can ask us to update your data, for example if you move home. You can ask us to stop processing your data, you can ask for a copy of the data we may hold on you. You can withdraw your consent at any time as well.

Please contact us on **01403 240170** if you wish to action any of your rights or if you have concerns about anything whatsoever, it would be good to hear from you!

Remember, if you feel that there is something wrong you can report us to the Information Commissioner. They regulate data protection. You can call them on **0303 123 1113** or go online to **www.ico.org.uk/concerns**

If you are based outside the UK you have the right to complain to the relevant data protection regulator in your country.

There is lots more to know about how Born Free handles data. For further information please go to **www.bornfree.org.uk/privacy-policy**

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www.bornfree.org.uk

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