



Bodenham Arboretum – Privacy Policy

1. Statement of intent

The purpose of this policy is to be transparent about how the Bodenham Arboretum will collect, use and protect the personal information you provide to us, whether online, via phone, email, in letters or in any other correspondence.

Personal data is information that relates to identifiable living individuals. Bodenham Arboretum will act in accordance with current legislation and meet current best practice with regard to the processing of personal data. We are committed to safeguarding your personal information.

If you have any queries about this privacy policy, please contact us: Bodenham Arboretum, Wolverley, Kidderminster DY11 5TB or email info@bodenhamarboretum.co.uk or call 01562 852444.

2. Collection of personal data

In any contact you have with Bodenham Arboretum, you may provide certain personal data to us which we will compile and process in accordance with this Privacy Policy. By providing such information you agree to its use and storage in accordance with the provisions of this Privacy Policy. For example, this might occur when you engage with our social media, buy merchandise / tickets, register for an event or otherwise provide us with personal information. When you do so, we may ask for personal information, like your name, email address and telephone number.

2.1 Debit and credit card information

If you use your credit or debit card to book online, by post or over the phone, we will ensure that this is done securely and in accordance with the Payment Card Industry Data Security Standard. You can find our more information about PCI DSS here -

https://www.pcisecuritystandards.org/security_standards/index.php.

3. How we use your personal data

Bodenham Arboretum will only use your data for the purposes for which it is provided or where there is a lawful basis. For example by providing your name, address, email address and telephone number we are able to contact you about reservations or news and events which you may be interested in.

When we collect and use your personal information, we will make sure this is only done accordance with at least one of the legal grounds available to us under Data Protection law. One of these is where we have obtained your specific consent to use your information for a previously notified

purpose, such as to send you email/text marketing or to provide you with a product, service or information at your request.

Another is where we have a legal obligation to use or disclose information about you.

In certain instances, we may collect and use personal information where this is necessary in our legitimate interest, this includes being able to:

- send marketing material via e-mail about our work
- conduct research to better understand who our customers are
- maintain and administer our member / visitor database

In all cases, we balance our legitimate interests against your rights as an individual and make sure we only use personal information in a way or for a purpose that you would reasonably expect in accordance with this Policy and that does not intrude on your privacy or previously expressed marketing preferences.

Where we process sensitive personal data (as mentioned above), we will make sure that we only do so in accordance with one of the additional lawful grounds for processing such as where we have your explicit consent or you have made that information manifestly public. When we do this, we will tell you what sensitive personal data we are collecting and why.

3.1 Marketing material

3.1.1 Email marketing

If you actively provide your consent to us along with your email address we may contact you for marketing purposes by email. By subscribing to Bodenham Arboretum emails or opting in to email communication from the Bodenham Arboretum, you grant us the right to use the email for the purposes specified when you opt-in.

3.1.2 Your choices

It is always your choice as to whether you want to receive information about us. If you do not want us to use your personal information in this way please indicate your preferences when we collect your data.

We will not use your personal information for email marketing purposes if you have indicated that you do not wish to be contacted by us for such purposes. You may opt-out of our email marketing communications at any time by clicking the 'unsubscribe' link in at the end of our marketing emails or by contacting us as detailed in section 5 below. At any time you may opt-out of all marketing communications choices using the contact details given in Section 5.

3.2 Third parties

We will only use your information within Bodenham Arboretum for the purposes for which it was obtained. Bodenham Arboretum will not, under any circumstances, share or sell your personal data with any third party for marketing purposes and you will not receive offers from other companies or organisations as a result of giving your details to us.

4. Storage and correction of personal data

We will hold your personal information on our systems for as long as is necessary for the relevant activity.

If you request that we stop sending you marketing materials we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.

The accuracy of your information is really important to us. We want to ensure that we are able to communicate with you in ways that you are happy with, and to provide you with information that is of interest. If you wish to change how we communicate with you, or update the information we hold, then please contact us:

- (i) by post to Bodenham Arboretum, Wolverley, Kidderminster, Worcs DY11 5TB
- (ii) by email to info@bodenhamarboretum.co.uk or
- (iii) by telephone on 01562 852444 (Wed – Sun, 9am – 5pm)

Under current data protection law you have the right to request a copy of the personal information we hold about you and to have any inaccuracies corrected. We require you to prove your identity with two pieces of approved identification.

5. Links to other websites

Our website may, from time to time, contain links to and from the websites of other persons. If you follow a link to any of these websites, please note that they have their own privacy policies and that we do not accept any responsibility or liability for them. Please check those policies before you submit any personal data to those websites.

6. Changes to this policy

We may make changes to this Privacy Policy by posting the new version on this website.

Last updated 4 May 2018