

GDPR May 2018

The General Data Protection Regulation (GDPR) is Europe's new framework for data protection laws – it replaces the previous 1995 data protection directive, which current UK law is based upon. The legislation is designed to enhance data privacy across Europe as well as give greater protection and rights to individuals.

Our Privacy Policy describes how the Images of Wild Nature Ltd – (IOWN) will collect, use and protect your personal information under the GDPR. It applies to any website, products and services offered by IOWN and referred to in our Privacy Policy.

1. Who are we?

Images of Wild Nature Ltd, Folds Cottage, 28 Cromford Road, Crich, Matlock, Derbyshire, England, DE4 5DJ
andy@andrewparkinson.com www.andrewparkinson.com

IOWN is a private limited company. Company number is 06877030.

IOWN is the data controller - the data controller decides how and to what end data is collected and processed.

IOWN is registered with the ICO, registration number ZA392249

2. What information do we collect about you?

We collect data you provide to us. This includes information you give when joining or placing an order or making a donation. For example:

- Full name
- Address
- Telephone
- Email, when provided
- Health history, when provided
- Date of birth – used for identification purposes only
- Your social media contact if you post on our social media sites

3. How do we collect this information?

We collect data you provide to us via:

- the IOWN website
- social media
- purchases for sale, via post and in person
- letters
- emails
- events and tours, in person

Personal data will be used for the purposes outlined at the time of collection or registration in accordance with the preferences you express.

4. How do we use, or process, this information?

Personal data collected and processed by IOWN may be used for the following purposes:

- a. Administration of tours and events
- b. Fulfilment of orders for goods and services requested
- e. In-house research and statistical analysis
- f. Communication about tours and events
- g. Communication about, tours, news, research, education, fundraising and other activities
- h. Communication about its products and services including our e-newsletter

5. What is our lawful (legal) basis for processing your personal data?

IOWN has identified the following lawful bases for processing your data:

1. The processing is necessary for the performance of a contract. For example: when you book a place on a tour with us or when you sign up to our mailing list, we are required to process your personal data to provide you with these products or services.
2. It is in the legitimate interest of the data controller (IOWN). We may need to process personal data for our legitimate interests (such as the management and administration of our company and the improvement of our services) and doing so will not interfere with your privacy rights. We use people's data in ways they would reasonably expect and which have minimal privacy impact. Safeguards have been put in place to ensure we achieve the correct balance between our interests and yours. Examples of when this applies include: when you support us through donations and research surveys.
3. Consent. In line with the existing Privacy and Electronic Communications Regulations 2003 we will continue to seek your consent to electronic marketing. For example: our e-newsletter, email communications.

6. How do we use your personal data for direct marketing by email?

IOWN may send you information on its tours, website, fundraising and other activities and those of other carefully selected organisations by email on a legitimate interest basis, for example, as part of your newsletter sign up. In addition, this information is sent out by email within the IOWN e-newsletter to those who consent to receive this as part of their sign up. You can subscribe to receive this email information [on our website](#), and unsubscribe at any time.

If at any time you want to alter your preferences or request that the IOWN stop communicating with you in this way then you should write to the address shown at the bottom of this page.

7. Who will we share your information with?

Processing personal data for the above purposes may entail sharing the information with:

- Volunteers – eg on our tours
- Contractors – eg IT suppliers, administrator, tour guides
- Agents and professional advisors – eg auditors, lawyers
- other carefully selected organisations.

Agreement exists between IOWN and such parties that there must be no further disclosure of such personal data, and that your data is handled in accordance with our Privacy Policy.

8. How do we protect your personal information?

The IOWN holds your personal data in accordance with the security provisions of the UK Data Protection legislation. We use industry standard Secure Server Software (SSL) for your transactions with us. It encrypts all of your personal information, name, and address, so that it cannot be read as the information travels over the Internet. Payments are transacted via [PayPal](#).

9. How long do we store your data for?

We will only hold your personal information for as long as required for the purpose it was collected for. The actual length of time we store your data for will depend variously on the following criteria:

- For as long as we have reasonable business needs to do so, such as managing our relationship with you and managing our operations.
- For as long as we provide goods and/or services to you.
- For as long as we are required to in order to meet our legal and regulatory requirements.

10. What are your rights?

GDPR offers you greater rights over, and control of, your personal data. You have the following rights:

- The right to be informed about how we obtain and use your personal data.
- The right of access to your personal data and to obtain a copy of the personal information we hold.
- The right to have your data erased (though this will not apply where it is necessary for us to continue to use the data for a lawful reason).
- The right to have inaccurate data rectified.
- The right to restrict the processing of your personal data.
- The right to object to your data being used for marketing.
- Where the processing of your information is based on consent, the right at any time to withdraw that consent.
- Where technically feasible, you have the right to the data portability of the personal data you have provided to us on a consent or contract basis which we have processed.

To exercise these rights please contact:

Images of Wild Nature Ltd
Folds Cottage
28 Cromford Road
Crich
Matlock
Derbyshire
DE4 5DJ
E: andy@andrewparkinson.com

11. How do you make a complaint?

If you think there is a problem with the way we are handling your personal data you have the right to make a complaint to the Information Commissioner's Office (ICO). Details can be found here - www.ico.org.uk.

12. Cookies

Our website uses local storage (such as cookies) to provide you with the best possible experience and to allow you to make use of certain functionality (such as being able to shop online). Further information can be found in our Privacy Policy.

13. Links to third party websites

Our website contains hyperlinks to some third party websites. IOWN is not responsible for the content or functionality of any of those external websites.

Our Privacy Policy applies solely to the personal data collected by the IOWN. It does not apply to third party websites. The IOWN is not responsible for the privacy policies of third party websites.

If an external website requests personal information from you (e.g. in connection with an order for goods or services), the information you provide will not be covered by the IOWN Privacy Policy. IOWN advises users to read the privacy policies of other websites before registering any personal data.

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