



October 2020

## **Landworkers' Alliance Privacy Policy**

### **Our updated privacy policy**

In accordance with the new EU General Protection Data Regulation (GDPR) coming into effect on Friday 25th May 2018 the Landworkers' Alliance has made sure that the way we have stored your data and will continue to do so complies with the GDPR.

The Landworkers' Alliance (LWA) only keeps people's data if they have consented for us to do so. This includes our members, supporters and allies who have signed up to be part of the LWA, people who signed up to our mailing lists via our website, people who have donated to our organisation, and people we work with on campaigns and farming training programs.

This policy also applies to participants in research projects and those who receive LWA grants and/or loans.

This data is only accessible by nominated staff and directors of the Landworkers' Alliance. Be assured that we will always endeavour to be clear, honest and transparent with you about the information we collect, and wherever practical will ask your specific consent.

Our Privacy Policy sets out how we obtain, process and store personal data that you have provided to us.

### **What is the General Data Protection Regulation and why is it important?**

To keep up with the huge amount of digital data being created, rules across the continent have been re-written. GDPR will bring outdated personal data laws across the EU up to speed with an increasingly digital era. The previous data protection laws were put in place during the 1990s and haven't been able to keep pace with the levels of technological change.

General Data Protection Regulation, or GDPR, will overhaul how businesses, charities, NGOs and unions process and handle data. GDPR also boosts the rights of individuals and gives them more control over their information.

The Landworkers' Alliance (LWA) were already acting in line with previous data protection rules and are committed to continue to do by ensuring all personal data will be handled in line with the



new GDPR. We have laid out below how we store and what we do with our members, supporters and allies data.

To read more about GDPR visit the [European Union GDPR webpage](#).

## **The following will be explained about how we use and store your data**

1. Processing your data and your rights to access it
2. How the LWA communicates with members, supporters, allies and the interested public
3. Our LWA members and supporters database
4. Sharing information with third parties
5. Updates and reviews
6. How long will we keep your data for?
7. What are your rights?
8. Where can you update your information?
9. Where can you find further information?

### **1. Processing your data and your rights to access it**

Where you give us consent to process your data (i.e by signing up to our mailing list, donating to us, joining as a member, supporter or ally) we always keep a clear record of how and when this consent was obtained.

We endeavour to ensure that there are appropriate and proportionate technical and organisational measures to prevent the loss, destruction, misuse, alteration, unauthorised disclosure of or access to your personal information. Personal information such as bank details will always be kept in a password protected document.

Your information is only accessible by nominated and appropriately trained LWA staff and directors, who agree to abide by this policy.

You can withdraw your consent for us to have your data at any time, or request that all your personal data be deleted by emailing: [info@landworkersalliance.org.uk](mailto:info@landworkersalliance.org.uk).

If you exercise your 'right of erasure', we will remove your personal information completely and immediately.



## **2. How the LWA communicates with members, supporters, allies and the interested public**

The LWA communicates with members, supporters, allies and the interested public by sending our newsletters via mailchimp. You will receive these newsletters only if you have signed up for them via our website.

If you sign up for our regular newsletters and email updates we only ask for your email address. We send out monthly newsletters, invitations to Landworkers' Alliance events, occasional targeted emails about strategic campaigning work, and updates about our lobbying and campaigning.

We send out all our newsletters via mailchimp, and this is where your email addresses are stored. To read more about Mailchimp's privacy policy please see point 3 below.

You can opt out of receiving these newsletters from us at any point by either (1) clicking unsubscribe at the bottom of the newsletter or (2) by emailing [info@landworkersalliance.org.uk](mailto:info@landworkersalliance.org.uk).

## **3. Our LWA members and supporters database**

### **a) What personal information of members and supporters does the LWA collect.**

Personal information is collected when you join as a member or supporter on our website, over the phone, by post or in person for example at an event.

The information we generally collect includes name, email address, physical address, date of joining the LWA, name of farm, type of farming and size of farm. It is optional to include a telephone number and date of birth and all other information is provided to us voluntarily.

All this information is held in our Landworkers' Alliance membership database on excel and is password protected. Only nominated LWA staff and directors can access the database, and anyone who has access to the database must sign a non-disclosure agreement.

When people join as members and supporters on our website we do use other organisations to provide services on our behalf - in particular Wordpress and Stripe. We only provide these organisations with the information they need to deliver the required service. To see which third



parties hold any information about you please see below point 3. Sharing information with third parties.

#### **b) How LWA uses this information.**

We use your data to develop membership benefits:

##### **Communications**

- To send you monthly newsletters via mailchimp  
To send you occasional regional newsletters so you know what the LWA are doing in your local area.
- To network LWA members in a local area
- To send updates about our lobbying and campaigning work.
- To send invitations to members to represent the LWA at meetings, events and actions.
- To send invitations to members to participate and run workshops at LWA events and skillshares.

##### **Political representation**

- We keep statistics on the demographics of our members so we can say accurately who we represent when lobbying and campaigning. For example how many members we have in each farming sector, and how many members we have in different regions across the UK.
- These statistics are always entirely anonymous and presented as numbers or percentages, and the personal details of our members and their farms are never used.

##### **Union organising at a local level**

- To support, promote and facilitate LWA members to organise, meet up and hold events at a regional and local level.

#### **c) How LWA stores personal information of members and supporters and for how long.**

- All personal information given to LWA will be stored securely.
- Personal information is only accessible by nominated LWA staff and directors that have signed a confidentiality agreement (non-disclosure agreement).
- To find out more information on how and for how long we store data get in touch via email: [info@landworkersalliance.org.uk](mailto:info@landworkersalliance.org.uk)



#### 4. Sharing information with third parties

The LWA will not, under any circumstance and for any reason whatsoever, sell or share your personal data with a third party for marketing purposes.

We will always obtain consent from project participants for publicity and media coverage before sharing their personal information.

We will only share data with third party companies who provide services for LWA. This will only be specific and necessary data that is needed to provide a specific service on our behalf, including sending newsletters, processing card payments and conducting surveys. We only provide these organisations with the information they need to deliver the required service. The third parties that we currently use are:

**Survey Monkey** – to hold responses to questionnaires we send out from time to time (see [Survey Monkey's Privacy Policy here](#)).

**Mailchimp** - to send out national and regional newsletter on a regular basis ([see Mailchimp's Privacy Policy here](#)).

**Stripe payment** - As of May 2017 members, supporters and people who donate to the Landworkers' Alliance do so through a LWA Stripe payment system, which is where your payment details and direct debit set up is stored ([see Stripe's Privacy Policy here](#)).

**Go Cardless payment** - Before May 2017 when we switched over to using Stripe, LWA membership fees went through the LWA Go Cardless payment system, which is where your payment details and direct debit set up is stored ([see Go Cardless' Privacy Policy here](#)).

**Wordpress** - when members sign up on the LWA website (which is a wordpress website), the data is stored in a downloadable CSV. This is password protected and only nominated LWA directors and staff have access to this data ([see Wordpress Privacy Policy here](#)).

In addition the LWA may share data details with 3rd parties to meet monitoring requirements of our funders.

**Does this policy cover third party websites?** No, this Policy does not cover external websites and services that we link to and we are not responsible for the privacy practices or content of those sites or services.



## 5. Updates and reviews.

The latest version of our privacy policy complies with new General Data Protection Regulation GDPR.

In the event of any changes to the law, the privacy policy will be updated.

Supporters and members will be informed of any changes that affect their personal data and all necessary changes will be made to protect personal information and comply with the law.

LWA's privacy policy will be reviewed every two years.

## 6. How long will we keep your data?

Unless still required in connection with the purpose(s) for which it was collected – such as for a campaign or project email newsletter list - we will usually remove your personal information from our records ten years after the date it was collected.

However, if you or your organisation works with the LWA, we may keep your personal information on record for longer. This exception usually applies to journalists, policy-makers, researchers, industry contacts and people working in the not-for-profit sector.

If your membership has expired or you cancel it, we will keep your data for 12 months on the basis of '**Legitimate interests:** *the processing is necessary for your legitimate interests or the legitimate interests of a third party unless there is a good reason to protect the individual's personal data which overrides those legitimate interests.*' This gives us a bit of breathing space after your membership expires, during which time we hope very much to get you back on board!

If you haven't renewed after 12 months, we will ask for your **consent** to keep your data.

If you ask us to stop sending you emails or other forms of communication, we will keep your name on our internal suppression list (a 'do not contact' list) to ensure that you are not contacted again.

**If you exercise your 'right of erasure', we will remove your personal information completely and immediately.**



## **7. What are your rights?**

Where we rely on your consent to use your personal information, you have the right to withdraw that consent at any time. This includes the right to be unsubscribed from our email list at any time. You also have the following rights:

- Right to be informed – you have the right to be told how your personal information will be used.
- Right of access – you can ask what information we hold on you and to request a copy.
- Right of erasure – you can request that all your personal information is deleted from our records immediately.
- Right of rectification – if you believe our records of your personal information are inaccurate, you have the right to ask for those records to be updated.
- Right to restrict processing – you have the right to ask for processing of your personal data to be restricted if there is disagreement about its accuracy or legitimate usage.

To exercise these rights, please send a description of the information in question to [info@landworkersalliance.org.uk](mailto:info@landworkersalliance.org.uk)

## **8. Where can you update your information?**

Generally you can check the personal data we hold about you, and update it by emailing us at [info@landworkersalliance.org.uk](mailto:info@landworkersalliance.org.uk)

## **9. Where can you find further information?**

If you have any questions at all about our Landworkers' Alliance privacy policy and/or would like to discuss it further please email us at [info@landworkersalliance.org.uk](mailto:info@landworkersalliance.org.uk)