



# PRIVACY POLICY

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At Deen City Farm, we are committed to protecting and respecting your privacy. This Policy explains when and why we collect personal information about people, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We have legal obligations to use your personal data in line with applicable laws, including the General Data Protection Regulation, the Data Protection Act 2018 and any successor legislation (“Data Protection Legislation”). We may change this Policy from time to time so please check this page occasionally to ensure that you are happy with any changes. By using our website, you are agreeing to be bound by this Policy.

## Who we are:

We are Deen City Farm and Riding School, a community charity based in Merton. Deen City Farm is a registered charity (no. 1008028) and company limited by guarantee (no. 2577067). The registered address is Deen City Farm, 39 Windsor Avenue, Merton, SW19 2RR.

## What type of data do we keep and why?

Depending on the nature of your relationship with us, we hold data for the following purposes:

- To provide the service, products or information you have requested from us.
- To gather feedback from groups, visitors or donors.
- Administration:
  - To administer any donations made to us.
  - Management of goods and supplier details.
  - Manage any feedback, comments or complaints we may receive.
  - Processing enquiries or requests for information.
- To keep you notified about upcoming changes to our services, events, news and projects in line with your personal preferences.
- Send promotional material about our goods, services, activities and exhibitions or information about how to support us and our charitable aims.
- Analyse and understand how our website and online offering are used in order to improve user experience.
- Data screening and cleansing, to keep up to date records of your contact details.
- Keep up to date records on staff, volunteers, contractors and suppliers in line with our legal duty.
- Keep records for legal obligations, such as, health & safety, security, safeguarding, suppression lists or tax purposes.
- Data pertaining to animal welfare or management, including previous owners and movements.

Depending on the nature of your relationship with us, we hold the following types of data:

- Personal details such as name, email, date of birth, telephone number, address, gender etc.
- Where relevant, next of kin/emergency contact details
- Your purchasing history

- Contact preferences
- Correspondence sent to you or received by you.

We **do not** hold any financial details of customers on-site including credit and debit card information.

## Data Retention

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example the collection of Gift Aid). We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

If you choose to opt out of direct marketing or digital communications we will retain a record of your preferences in order to abide by your request.

## Who has access to your information?

We will not sell or rent your information to third parties.

## Third Party Service Providers

We rely on a number of third-party service providers who work on our behalf: We may pass your information to our third-party service providers, agents, subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to process donations and send you mailings). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes.

All our third-party data processors have been carefully chosen as service suppliers who also practice responsible data handling. Every third party we use has in place appropriate protections to ensure the security of the data we store or process with them and have clear policies for how they treat that data. But if in doubt you should review their individual Privacy Policies.

MailChimp (Email marketing): [Intuit®: Privacy | Privacy Statement](#)

Just Giving (Donations): [Privacy Policy 4.0 | JustGiving](#)

Quickbooks (invoicing system): [Intuit®: Privacy | Privacy Statement](#)

Microsoft (Email services) [Privacy – Microsoft privacy](#)

PayPal (Payment processing) [PayPal Privacy](#)

Stripe (Payment processing) [Privacy Policy \(stripe.com\)](#)

Mencap (DBS checks) [Apply For Your DBS Check Online Today | Mencap](#)

ECPro (Riding School booking system) [ECPRO Website](#)

Jack Petchey [Privacy | Jack Petchey Foundation](#)

BookingHound (Booking system) [Privacy Policy Statement | BookingHound](#)

CheckFront (Animal Boarding booking) [Checkfront Privacy Policy - Checkfront](#)

Wordpress (Website hosting) [Privacy Policy | WordPress.org English \(UK\)](#)

## **Data Security**

We will never sell, distribute or intentionally make your personal information public and have implemented appropriate technical and organisational security measures to protect the data you share with us from loss and preserve its security and confidentiality.

To help ensure that all personal information is kept secure we implement the following security procedures:

- Digital files and documents holding personal information are securely locked with passwords.
- Any sensitive information (such as credit or debit card details) is encrypted and protected with the following software 128 Bit encryption on SSL. When you are on a secure page, a lock icon will appear in web browsers.
- Online data is stored securely, and password protected.
- Where hardcopies are needed they are securely locked away.
- Only authorised and appropriately trained staff can manage your information.

While we strive to keep your data as safe as possible, we cannot guarantee the security of any information you provide online, and in doing so you do this at your own risk.

## **Cookies**

Like many other websites, the Deen City Farm website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we use cookies to store your country preference. This helps us to improve our website and deliver a better more personalised service.

It is possible to switch off cookies by setting your browser preferences. For more information on how to switch off cookies on your computer, visit our full cookies policy. Turning cookies off may result in a loss of functionality when using our website.

## **16 or Under**

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

## **Transferring your information outside of the UK**

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the United Kingdom ("UK"). By way of example, this may happen if any of our servers are from time to time located outside of the UK. These countries may not have similar data protection laws to the UK. By submitting your personal data, you are agreeing to this transfer, storing or processing. If we transfer your information outside of the UK in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Policy.

If you use our services while you are outside the UK, your information may be transferred outside the UK to provide you with those services.

## CCTV

Deen City Farm is protected by CCTV and you may be recorded while you are here. We use CCTV to help ensure a safe and secure environment of our visitors, animals and staff and to act as a deterrent for criminal activity.

We abide by the CCTV Code of Practice in the management of information recorded and retained by any surveillance equipment used. All images recorded can only be accessed by authorised staff and are kept for 30 days.

## Personal Data Breaches

A breach is considered any loss, alteration, unauthorised disclosure of, or access to, personal data. We are committed to disclosing any personal data breaches that might adversely affect your rights and freedoms without undue delay so that you can take appropriate action. Any notifiable breaches will also be reported to the UK's Information Commissioner's Office within 72 hrs. This includes breaches affecting the third party services identified in this privacy policy, where personal data is being held on our behalf.


## Your Rights

The UK General Data Protection Regulation (2018) gives you the right to know what personal data we hold, to have it updated if it is inaccurate or removed entirely if you no longer consent to our use of it. You have the right to ask for a copy or removal of the information Deen City Farm holds about you. We may charge £10 for information requests to cover administration costs.

We welcome questions about our Privacy Policy and these or any access requests should be directed to our General Manager, [information@deencityfarm.co.uk](mailto:information@deencityfarm.co.uk) or by post to: Deen City Farm, 39 Windsor Avenue, London, SW19 2RR

## Policy Changes

This Privacy Notice may be amended from time to time, when this happens we will update the website and notify you of any changes.

Reviewed by: Emma King (General Manager)	Signature: 
Date: 20/6/2024	Next review date: 1/04/2026