

## Privacy Policy for merseyforest.org.uk

We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.

### (1) What information do we collect?

We may collect, store and use the following kinds of personal data:

- (a) information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type, referral source, length of visit and number of page views)
- (b) information that you provide to us for the purpose of subscribing to our website services, email notifications and/or newsletters (for example details entered when signing up for the Griffin Wood mailing list).
- (c) any other information that you choose to send to us.

### (2) Cookies

A cookie consists of information sent by a web server to a web browser, and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may use both "session" cookies and "persistent" cookies on the website. We will use the session cookies to keep track of you whilst you navigate the website. We will use the persistent cookies to enable our website to recognise you when you visit again.

Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>.

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third party cookies. For example, in Internet Explorer you can refuse all cookies by clicking "Tools", "Internet Options", "Privacy", and selecting "Block all cookies" using the sliding selector. Blocking all cookies will, however, have a negative impact upon the usability of many websites.

### (3) Web beacons

A web beacon is a small graphic image placed on a web page or in an email that is designed to allow us to monitor visitors to our sites. Opening an email sent to our mailing list results in a web beacon being triggered so that we can monitor the readership and effectiveness of our email campaigns. Our email campaigns are sent using Mailchimp. You can read Mailchimp's robust policies on user privacy [here](#).

#### **(4) Using your personal data**

Personal data submitted on this website will be used for the purposes specified in this privacy policy or in relevant parts of the website.

We may use your personal information to:

- (a) administer the website
- (b) send you email notifications which you have specifically requested
- (c) provide third parties with statistical information about our users – but this information will not be used to identify any individual user
- (d) deal with enquiries and complaints made by or about you relating to the website

#### **(5) Disclosures**

We may disclose information about you:

- (a) to the extent that we are required to do so by law;
- (b) in connection with any legal proceedings or prospective legal proceedings;
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk)

Except as provided in this privacy policy, we will not provide your information to third parties.

#### **(6) Security of your personal data**

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure (password- and firewall- protected) servers.

Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

#### **(7) Policy amendments**

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

#### **(8) Your rights**

You may instruct us to provide you with any personal information we hold about you.

You may instruct us not to process your personal data for marketing purposes by email at any time. (In practice, you will usually either expressly agree in advance to our use of your personal data for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal data for marketing purposes.)

### **(9) Third party websites**

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

### **(10) Updating information**

Please let us know if the personal information which we hold about you needs to be corrected or updated.

### **(11) Contact**

If you have any questions about this privacy policy or our treatment of your personal data, please write to us by email to [mail@merseyforest.org.uk](mailto:mail@merseyforest.org.uk) or by post to The Mersey Forest Offices, Risley Moss, Ordnance Avenue, Birchwood, Warrington, WA3 6QX.

### **(12) Data controller**

The data controller responsible for our website is The Mersey Forest.

This [privacy policy](#) is courtesy of [Employment Law Contracts](#) and [Website Law](#)