

West Dorset Wilding: Brit Valley Project

Project Partner Privacy Notice

This privacy notice is intended to inform the Project Partners of the Brit Valley Project (being the public facing and commonly used name for the Brit Catchment Recovery Project, a project being undertaken through an agreement with Defra as part of their ELMs Landscape Recovery scheme) about how we, West Dorset Wilding (the accountable body for the Brit Valley Project), collect and use personal data that we collect about you and your landholding in connection with the Brit Valley Project over the course of the Brit Valley Project's Development Phase.

West Dorset Wilding (registered with the Charities Commission for England and Wales with charity number 1196964) (and referred to as **we**, **us** or **our** in this notice) operate this Project Partners' area of our website (<https://www.britvalley.org/>) (our **Website**). We are committed to ensuring that your privacy is protected and we comply with the Data Protection Act 2018 (**DPA18**), the version of the General Data Protection Regulation 2016 (2016/679) retained into UK law, in accordance with section 3(10) (as supplemented by section 205(4)) of the DPA18, the Privacy and Electronic Communication (EC Directive) Regulations 2003 and all applicable laws and regulations that relate to the protection and processing of personal data and privacy in the United Kingdom (**Data Protection Legislation**).

This privacy notice tells you what to expect us to do with your personal data. It is important that you read this privacy policy together with any other privacy policy or fair processing notice that we may provide to you on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data.

For the purpose of the Data Protection Legislation, we are the controller, and we are registered as a controller with the Information Commissioner's Office under number ZB960414. If you have any questions regarding this privacy notice, please contact us (our contact details are set out below).

Any reference to **you** or **your** in this privacy notice means you as a Project Partner of the Brit Valley Landscape Recovery Project, being someone who has signed a Land Manager Consent Form and expressed their interest in being a part of the Brit Valley Project, as a user of this Website and/or as an individual who otherwise contacts us (either on behalf of yourself, your business or another individual or organisation) in connection with the Brit Valley Project.

Neither this Website nor the Project Partners' area of our Website is intended for children, and we do not knowingly collect data relating to children.

Contact details

Post: West Dorset Wilding, Unit 10C, Pineapple Business park, Salwayash, Dorset DT6 5DB
Email: DPO@westdorsetwilding.org

For attention of either:
Project Data Protection Officer: Millie Forrest
Project Director: Sam Rose
Chair of Board of Trustees: Luke Montagu

What information we collect, use, and why

We collect and use, or may need to use in the future, some or all of the following personal or professional information about you to be able to **provide services to you as a Project Partner of the Brit Valley Project**:

- Name and contact details
- Addresses (including email addresses)
- Gender

- Pronoun preferences
- Occupation
- Third party information (such as contact details for family members or other relevant parties)
- Business financial data (including income and expenditure of related farm business)
- Usage data (including information about how you interact with and use our website, products and services)
- Records of meetings and decisions made at those meetings
- Correspondence
- Details of land holdings including maps (in digital and paper form)
- Environmental and ecological information relating to your land holdings including location data
- Single Business Identifiers (**SBI**) numbers

At this stage of the Brit Valley Project, we **do not** collect any personal financial information such as bank account details.

We collect and use the following personal data to be able to provide you with **information updates**:

- Name and contact details
- Addresses (including email addresses)
- Phone numbers

We collect and use the following personal data for **research purposes**:

- Name and contact details
- Addresses (including email addresses)
- Phone numbers
- Details of land holdings including maps (in digital and paper form) and environmental information

We collect and use the following personal data (where relevant) for **dealing with queries or complaints**:

- Name and contact details
- Addresses (including email addresses)
- Phone numbers
- Information relating to health and safety (including incident investigation details and reports and accident book records)
- Correspondence
- Location data

We do not actively collect any special categories of personal data about you. This includes details about your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic or biometric data, health, sex life or sexual orientation.

We do not collect data relating to criminal convictions or offences or related security measures.

Data protection rights

Your legal rights

Which lawful basis we rely on may affect your data protection rights, which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO's website:

- **Your right of access** - You have the right to ask us for copies of your personal data (commonly known as a "data subject access request"). This enables individuals to receive a copy of the personal data we hold about them and to check that we are lawfully processing it. You can request other information such as details about where we get personal data from and who we share your

personal data with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)

- **Your right to rectification** - You have the right to ask us to correct personal data you think is inaccurate or incomplete. This enables individuals to have any incomplete or inaccurate data we hold about them corrected, though we may need to verify the accuracy of the new data they provide to us. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal data. This enables individuals to ask us to delete or remove personal data where there is no good reason for us continuing to process it. Individuals also have the right to ask us to delete or remove their personal data where they have successfully exercised their right to object to processing (see below), where we may have processed their information unlawfully or where we are required to erase their personal data to comply with local law. Note, however, that we may not always be able to comply with an individual's request of erasure for specific legal reasons which will be notified to them, if applicable, at the time of their request. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal data. This enables individuals to ask us to suspend the processing of their personal data in the following scenarios: (a) if they want us to establish the data's accuracy; (b) where our use of the data is unlawful but they do not want us to erase it; (c) where they need us to hold the data even if we no longer require it as they need it to establish, exercise or defend legal claims; or (d) they have objected to our use of their data but we need to verify whether we have overriding legitimate grounds to use it. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. Individuals also have the right to object where we are processing their personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process an individual's information which override their rights and freedoms. Please note, it is unlikely that you will be able to continue as a Project Partner if you object to and prevent us from processing your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal data you gave us to another organisation, or to you. We will provide to individuals, or a third party they have chosen, their personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which they initially provided consent for us to use or where we used the information to perform a contract with the individual. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis for processing your data, you have the right to withdraw your consent at any time. However, this will not affect the lawfulness of any processing carried out before you withdrew your consent. If you withdraw your consent, it is likely that you will no longer be able to be a Project Partner of the Brit Valley Project. We will advise you if this is the case and the consequences of you ceasing to be a Project Partner if you withdraw your consent. [You can read more about this right here.](#)

If you wish to exercise any of the data protection rights set out above, please contact us using the contact details at the top of this privacy notice.

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

What we may need for you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

If you make a request, we must respond to you without undue delay and in any event within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Our lawful bases for the collection and use of your personal data

Under Data Protection Legislation, we must have a “lawful basis” for collecting and using your personal data. There is a list of possible lawful bases in the Data Protection Legislation. You can find out more about lawful bases on the ICO’s website.

Our lawful bases for collecting or using personal data to **provide services to our Project Partners** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - We are collecting information from persons who have involved themselves in the Brit Valley Project in order to develop plans for future environmental grants and agreements which may involve the persons from whom information is collected.

Our lawful bases for collecting or using personal data for **information update purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - We are collecting information from persons who have involved themselves in the Brit Valley Project in order to provide updates to them about progress with our activities and services.

Our lawful bases for collecting or using personal data for **research purposes**:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - We are collecting information from persons who have involved themselves in the Brit Valley Project in order to develop plans for future environmental grants and agreements which may involve the persons from whom information is collected.

Our lawful bases for collecting or using personal data for **dealing with queries or complaints** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Legitimate interests** – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - We are collecting information from persons who have involved themselves in the Brit Valley Project in order to be able to answer queries relating to our activities, and the impact of those activities on the Project Partners’ interests.

In certain circumstances we may also need to share your personal data if we are under a duty to disclose or share personal data in order to comply with any legal obligation.

Where we may get personal data from

- **Directly from you** - This is information about you that you gave to us when you completed the Land Manager Consent Form and continue to give to us throughout the Project Development Phase via our Website or by corresponding with us by phone, e-mail or otherwise. The information you give us will include names, addresses, email addresses, phone numbers, job role/title, information about your landholding, business financial information, third party information, SBI numbers etc.
- **Publicly available sources** – This is information that we collect from other sources such as the Land Registry and online searches.
- **Online Information we collect** - With regard to each of your visits to our Website, we will automatically collect the following information:
 - technical information, including the Internet protocol (IP) address used to connect your computer to the internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, screen resolution, operating system and platform; and
 - information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our website (including date and time), page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs) and methods used to browse away from the page.”
- **Profession service providers** – We engage third party consultants to assist us in the delivery of the Brit Valley Project and they will share any personal data that they collect from you with us (insofar as that data is necessary for the benefit of the Project and its Project Partners).

How long we keep information

We will only retain personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of the personal data, the purposes for which we process the personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

Our Information Retention Schedule is as follows:

We will retain your personal data initially for one year beyond the end of the Landscape Recovery Project Development Period (as at the date of this privacy notice it is scheduled to end in April 2027). If the Brit Valley Project continues to Project Implementation Phase (**PIP**), we will revise this document and Retention Schedule to continue to hold information for the period of the PIP.

In some circumstances we may anonymise personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Data security

We have put in place appropriate security measures to prevent personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. As part of such measures, we will store your personal data on secure online services which we have identified as having an adequate level of safeguard from cyber-attack and degree of confidence from the market with respect to data security. We make every effort to ensure that your data is always secure and safe. In addition, we limit access to individuals' personal data to those employees, officers, agents, contractors and other third parties who have a business need to know. They will only process personal data on our instructions, and they are subject to a duty of confidentiality.

Where we have given you a password which enables you to access this Project Partners' part (and certain (if any) other parts) of our Website, you are responsible for keeping this password confidential. You must not share your password with anyone.

We have put in place procedures to deal with any suspected personal data breach and will notify the individuals involved and any applicable regulator of a breach where we are legally required to do so.

Others we share personal data with are

1. Professional or legal advisors.
2. Professional consultants.
3. Department for Environment, Food and Rural Affairs (Defra) – including their arm's length bodies, including Environment Agency, Natural England, Forestry Commission, Historic England, Joint Nature Conservation Committee.
4. Other Project Partners that need to know your personal data for the progression and benefit of the Brit Valley Project.

We will only share data that is needed to undertake tasks relating to the completion of the Project Development Phase of the Brit Valley Project. This might include giving land holding data and contact information to consultants who are undertaking research or surveys, or more generally helping to develop plans for future environmental grants and agreements which may involve the persons from whom information is collected.

The category 1 and 2 bodies listed above are strictly prohibited from sharing personal data and other confidential information received from us with third parties. Data shared with Defra and any of its agencies and/or with other Project Partners will be done as part of the necessary administration of the Brit Valley Project only.

Other information that we share

We will show an anonymised map of all of the Project Partners' collective land holdings to give an indication to the wider public and interested parties of the scale and extent of the Brit Valley Project. This will be publicly available through our Website and other promotional material or platforms.

We will show photos and/or videos of specific individual persons and land holdings on public platforms such as our Website, but only with consent of those specific individuals.

Where we store personal data

Whilst we do not transfer personal data of the combined area of the UK and EEA ourselves, one of our cloud hosting providers is a global organisation so may transfer your personal data to a third country (which may not provide the same level of data protection as the country in which you reside and/or the United Kingdom may not have adequacy regulations regarding).

In addition, if you access the Website from outside the combined area of the UK and the EEA, our processing of your personal data will involve a transfer of data outside of the combined area of the UK and the EEA.

Links

Our Website may, from time to time, contain links to and from the websites of our partner networks and affiliates. If you follow a link to any of these websites, please note that you have left our Website and these websites will have their own privacy policies. We do not accept any responsibility or liability for these policies or websites. Please check these policies before submitting any personal data to these websites.

Changes to our privacy policy and your duty to inform us of changes

Any changes we make to our privacy policy in the future will be posted on this webpage and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us, for example a new address or email address.

Queries or complaints

If you have any questions or concerns about our use of your personal data, you can make contact or complain to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO, the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with concerns before you approach the ICO so we kindly request that you please contact us in the first instance.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Helpline number: 0303 123 1113
Website: <https://www.ico.org.uk/make-a-complaint>

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