

Organic Research Centre

Privacy Policy

This privacy policy explains how and why we use your personal information, which helps you to stay informed and allows us to use your data fairly and lawfully.

This privacy policy applies to data controlled by the Organic Research Centre that is a result of: interactions on our website, where we have been in contact as a result of some aspect of our projects, management of membership of the ORC, or some aspect of raising funds for the ORC.

Who we are

Whenever you see the words 'we', 'us', 'our', 'the charity', 'ORC' or 'Organic Research Centre', it refers to the Progressive Farming Trust Limited, a registered charity in England and Wales (281276), and a limited company registered in England and Wales (1513190). We also use the trading name the 'Organic Research Centre'. Our registered office address is Trent Lodge, Stroud Road, Cirencester, England, GL7 6JN.

If you have any questions in about this privacy policy or how we use your personal data, they should be sent to:

Email: hello@organicresearchcentre.com

Written inquiries: Data Protection, Organic Research Centre, Stroud Road, Cirencester, GL7 6JN.

What personal data we collect

Supporters

We will obtain personal information from you when you make an enquiry about our activities or make a financial donation. We record information that enables us to process your donations, such as name, contact details and financial details. We collect this with your consent. We will assume that you provide your consent for us to process the data in this manner when you fill in a donation form.

We will also collect data to enable us to engage with individuals in our knowledge sharing, research and the promotion of our services and ideals. Being able to contact individuals in this context is in the legitimate interests of the ORC.

Members

We collect the name, contact details and date of birth from individuals who become ORC members.

We hold this information so that we can tailor our communications to you – including knowledge sharing, research and fundraising materials. We collect information about age so that we can confirm that our members are aged 18 or over, a criteria which is imposed by our constitution. We collect and store this information with your consent.

Publications

Some people have provided us with information about themselves to be used in our literature, newsletters and social media. This information may include names, personal stories, photos, audio and video. We obtain your consent to capture, store and publish this information.

ORC services

The ORC conducts field-based research and provides loans to organic producers. We capture the information that we need to assess and carry out these services, and we use a lawful basis of Contract to obtain, store and use this information.

Special Category data

In certain circumstances, we may hold 'special category' information on you, for example we can capture and store religious beliefs and political opinions of those who have made bequests to the ORC, and we would use this to align our research spend to the wishes of those who make bequests. We collect special category information with your explicit consent.

Legitimate Interests Assessment

Where we have used legitimate interests as a lawful basis to process data, we have conducted a legitimate interests assessment to ensure that we have balanced the rights and freedoms of the individuals involved against the ORC's interests.

Sharing Data

We follow the [Code of Fundraising Practice](#) guidelines. The Organic Research Centre never sells personal information about our supporters to any other organisation.

We share data with some third parties involved in some aspect of carrying out our work. We have a legitimate interest in processing and sharing this data so that we can provide detailed justification of any grants or claims we make from these third parties. For example, we capture details from individuals where we claim gift aid from the HMRC, or to justify our spend where we have claimed grants from government bodies and a condition of the grants are to provide details of where, when and how the services were provided. We also share data with data processors, subject to data processing agreements with them.

We share this information with these third parties except where you object to the processing of the data.

Some organisations which provide services to us may transfer data outside the European Economic Area but we'll only allow this if your data is adequately protected.

We use third parties, such as PayPal, to process payments. In such cases, your data is managed by these companies in line with their privacy policies.

We receive your details from these third-party websites only if you consent for these to be passed on to us and we use the data in line with your consent.

Profiling

At the Organic Research Centre, we aim to make sure that the information we send to you is relevant and timely. We also wish to use our resources effectively, something our supporters tell us is important too. We use profiling techniques because they help us to make appropriate fundraising requests to supporters and importantly, enable us to raise more funds sooner, and more cost-effectively, than we otherwise would.

A profile is primarily based on information that you have given through previous interactions with us. This may include broad information relating to you, such as geographic and socio-economic data (such as age and postcode), in order to have a better understanding of your potential interests and preferences.

This helps us to only contact you with the most relevant communications. If you have made a gift to us, we would bear in mind its value and your gift patterns to help us be as relevant to you as we can. For example, if you have made a donation towards our research, we will prioritise sending you further information relating to our research work.

We do not include wealth screening as part of our legitimate interest in administering donations. This is a separate and distinct activity that requires its own basis for processing from within the GDPR.

Charity Commission rules require us to be assured of the source of funds and any conditions attached to them. As part of this process we'll carry out research using publicly available information and professional resources. If this applies to you, we'll remind you about the due diligence process when you make your donation and with relevant information from our privacy policy at an appropriate time. This is most likely to be at the point when we first make contact with you.

Such information is compiled using publicly available data about you, for example addresses, listed directorships or typical earnings in a specific commercial sector or profession. Where we have obtained personal data from publicly available sources, we provide a privacy notice to individuals explaining who we are and what we are doing with their data.

Cookies and links to other websites

Cookies are small text files stored on your computer when you visit certain websites.

We use first party cookies (cookies that we have set, that can only be read by our website) to personalise your online experience.

We also use third party cookies (cookies that are set by an organisation other than the owner of the website) for the purposes of website measurement and targeted advertising. Please find more information regarding our cookies in our website terms and conditions.

If you browse our website without filling in any forms

We use Google Analytics to understand how you use the website. Google Analytics collects information including IP address, geographic location of the device, browser type, browser language, date and time of your request, time(s) of your visit(s), page views and page elements (ie links) that you click.

Find out how you can opt out of Google Analytics.

<https://tools.google.com/dlpage/gaoptout/>

Links to other websites and social media

Our website may contain links to and from the websites of other relevant stakeholders. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we don't accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites. This privacy policy applies solely to the personal data collected by the Organic Research Centre.

Where you have agreed to receive email or SMS marketing communications from us, we may securely provide your email address or mobile phone number to social media companies, such as Facebook, Instagram, Twitter or YouTube, or to digital advertising networks that are providing services to us by displaying our advertising to you on those social media platforms and other websites, as well as identifying audiences with interests similar to yours.

You can opt out of your data being used to display advertising to you by contacting us. However, this will not prevent our advertisements being shown to you on a randomised basis or based on cookie data and may also mean that you stop receiving marketing communications from us more generally.

How long we keep your data

Data relating to supporters will be deleted 6 years after the end of the most recent communication.

Data relating to members will be removed 6 months after the end of membership.

Data relating to information captured as a result of our publications will be retained in our archives indefinitely.

We will delete data relating to information captured as a result of the provision of ORC services 6 years after the contract for services ends.

In many instances, these data retention timescales are overridden by other legal obligations.

All records are disposed of securely when deleted.

How we look after data

We take reasonable technical and procedural precautions to prevent the loss, misuse or unauthorised alteration of personal data.

We store the personal data that we collect securely.

We do not publish the details of the safeguards we use to protect the personal data that we control as this could reduce the effectiveness of those safeguards.

Your rights

The ORC recognises the rights of data subjects as defined in the General Data Protection Regulation (GDPR).

We will always seek to uphold those rights, where relevant. These rights include:

- Your right to be informed (this document and further information in communications we might send to you);
- Your right of access;
- Your right to rectification;
- Your right of erasure (right to be forgotten);
- Your right of restriction of processing;
- Your right to data portability;
- Your right to object to our processing of your information;
- Your rights in relation to automated decision-making and profiling;

Please contact us using the contact details at the beginning of the document to exercise any of your rights.

We will respond to your communication within 30 days of receiving it.

Supervisory authority

The ORC recognises your right to lodge a complaint with a supervisory authority. Please contact us if you have any complaint, but if we cannot resolve the issue then you can contact the ICO using the details below:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Tel: 0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number.

Changes to this privacy policy

We'll amend this privacy policy from time to time to ensure it remains up to date and reflects how and why we use your personal information and new legal requirements. If you have any questions, please contact the Data Protection at the ORC.

This privacy policy was last updated on 27 May 2020.