

Privacy Policy Notice

This policy explains how **Lune Valley Community Land Trust** and associated website; [www.lunevalleyclt.org] protects your personal information and your right to privacy.



The purpose of this policy is to explain to you how we control, process, handle and protect your personal information when interacting with our business.

If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from providing your personal data to us.

Policy key definitions:

- "I", "our", "us", or "we" refer to the business, Lune Valley Community Land Trust Limited
- "you", "the user" refer to the person(s) interacting with us.
- GDPR means General Data Protection Act.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a user's computer or device.

Key principles of GDPR:

Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.

What information do we collect?

We collect personal information that you voluntarily provide to us when becoming a member, registering an interest in obtaining further information about us or our plans, when participating in surveys, or otherwise contacting us.

The personal information that we collect depends on the context of your interactions with us. The personal information we collect can include the following:

- Name and Contact Data. We collect your first and last name, email address, postal address, phone number, and other similar contact data.
- Membership information: This may include date of joining, payment details and other relevant information.
- Details for your interest in us: For instance, home preferences, types of events that you are interested in hearing more about.

How will we use your information?

We are exempt from registration in the ICO Data Protection Register because **we are a not-for-profit organisation**.

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you using the following legal basis:

- **Consent:** We may process your data if you have given us specific consent to use your personal information in a specific purpose. For instance, if you have requested to be placed on our mailing list or have registered an interest in any developments.
- **Legal Obligations:** We may process your data where we are legally obliged to do so in order to comply with applicable law. For instance, we must maintain details of all our members so that they can be informed of meetings, such as the Annual General Meeting.

More specifically, we may need to process your data or share your personal information in the following situations:

- **Business Partners.** If you have registered an interest in living in one our homes, then we may share or transfer your information with any business partner that would be responsible for the ongoing management and maintenance of those homes.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

How long do we keep your information?

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy policy, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

Your individual rights

Under the GDPR your rights are as follows. You can read more about [your rights in details here](#);

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [www.ico.org.uk] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

Data security and protection

We have implemented appropriate technical and organisational security measures designed to protect the security of any personal information we process. However, please also remember that we cannot guarantee that the internet itself is 100% secure. Although we will do our best to protect your personal information, transmission of personal information to and from our Sites is at your own risk. You should only access the services within a secure environment.

How can you contact us about this policy?

If you have questions or comments about this policy, you may email us at info@lunevalleyclt.org or by post to:

Lune Valley Community Land Trust Ltd,
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