

Privacy Policy

PRIVACY AND DATA POLICY

1. The USPCA makes a commitment to protecting your privacy and promises only to use information collected about you in accordance with our Privacy Policy set out below.
2. The USPCA is registered with the Information Commissioner in accordance with Data Protection legislation.
3. The USPCA recognises that information security is a key element of data protection and takes appropriate measures to secure personal data (both electronic and manual) and protect it from loss or unauthorised disclosure or damage.

WHO WE ARE

- We are the Ulster Society for the Prevention of Cruelty to Animals, a company limited by guarantee (Company No. **NI00258**), and registered charity (Northern Ireland Charity No. NIC102755) with a registered office at Unit 6 Carnbane Industrial Estate, Newry BT35 6QH. We are registered with the Information Commissioner in accordance with the Data Protection legislation. We are the data controller of your personal data as defined in Data Protection legislation.

WHAT INFORMATION WE COLLECT

- When you contact us or interact with our website we may ask you for certain information and you may submit personal data to us (for example your name, phone number, postal address, email address, contact and bank / credit card details). We may also record which products you are interested in and which products you purchase as well as customer traffic patterns and website use.
- Some examples of how information may be collected by us:
 - **Information you provide us:** we receive and store information that you submit to us when you contact us about membership, volunteering, donating, fundraising events, animal rehoming or as a customer of our veterinary services, grooming services and pet supplies shop, and using our website.
 - **Information automatically provided:** we receive, process and store certain information whenever you interact with our website. Like many websites, we use “cookies” (see the “Cookies” section below) and obtain certain information automatically when your web browser accesses our website. Information automatically received by us includes the IP address that your computer uses to connect to the internet; your computer, browser, operating system and internet connection details; clickstream/path analysis of your journey through our website; and products you searched for. We may also use software tools to

measure and collect session information, length of visits to certain pages, repeat visits and page interaction information (such as clicks).

- **Telephone calls:** From time to time we monitor and record telephone calls for training purposes and to improve the quality of our service to you.

HOW WE USE THIS INFORMATION/LEGAL BASES FOR PROCESSING

- Information is kept securely in accordance with our internal security policy and may be used to:
 - process and deliver the services you are requesting;
 - provide customer support services to you;
 - provide you with an up to date, efficient, and reliable service;
 - notify you of service promotions;
 - update you on the general work of the USPCA;
 - help prevent fraud (e.g. we may check payment card details with our credit agency, who may keep a record of that information, and reserve the right to refuse orders on that basis).
- The legal bases on which we process your data are:
 - the processing is necessary for the purposes of the legitimate interests of the USPCA (which are the prevention & relief of animal cruelty & effective running of the USPCA);
 - the processing is necessary for compliance with any legal obligation to which the USPCA is subject;
 - the processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract (failing to provide data required for the contract may result in the USPCA being unable to provide services to you) or
 - you have consented to the processing.

WHO ELSE MAY SEE YOUR DATA

- The USPCA does not share your data with third parties except where required to provide the service/engagement you have requested. This may include for example Royal Mail regarding posting correspondence to you or our third-party accountants re the processing of payments.
- We may disclose your personal information to other third parties:
 - If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms and conditions and other agreements; or to protect our rights, property, our safety, or the safety of our customers or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- We will not transfer your data outside the EEA.

MARKETING COMMUNICATIONS – The USPCA

- We promise not to bombard you with promotional emails, post or calls. To make it worth your while we only get in touch when we truly have interesting news to share.
- If you no longer wish to receive promotional emails, post or calls, please notify us using the links provided in each email or by emailing headoffice@uspca.co.uk or by writing to us at Unit 6 Carnbane Industrial Estate, Newry BT35 6QH.

YOUR RIGHTS

- The Data Protection legislation gives you the right to access information held about you. Your right of access can be exercised in accordance with the legislation.

You also have the following rights which can be exercised in accordance with the legislation: the right to

- be informed
- access your data
- rectify any information you believe is incorrect
- erase your data
- restrict processing of your data
- object to processing
- withdraw consent if that is the basis of processing
- complain to the Information Commissioners Office

Further information on these rights is available from the Information Commissioners website

<https://ico.org.uk/>

COOKIES

- Cookies are a technology which can be used to provide you with tailored information from our website. A cookie is an element of data that our website sends to your browser, which may then store it on your system. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether to accept it.
- If you do not wish for us to use cookies when you use our website please adjust your internet browser settings to not accept cookies. Please note that cookies allow you to take full advantage of the services we provide through our website and so we recommend that you leave them turned on in order to get the best browsing experience on our website.
- We use the cookies for the following purposes:
 - site administration;

- operation of our website. These include, for example, cookies that allow you to log into our website or use the website’s shopping basket;
- recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily;
- completing the user’s current activity;
- research and development.
- To find out more about cookies including how to manage your cookie settings, please visit www.allaboutcookies.org.

DATA RETENTION

The USPCA will retain information on individuals in compliance with statutory requirements or in line with organisational needs where there are no such statutory requirements. Retention times are outlined below.

| Category | Retention Timeframe |
|----------------------|---------------------------------|
| Volunteers | 3 Years after last volunteering |
| Veterinary Customers | 7 Years after last treatment |
| Rehoming | 3 Years |
| Members | 7 Years after resignation |
| Donors | 3 Years after last donation |

YOUR CONCERNS

- If you have any questions or comments about privacy or the USPCA privacy policy, or if you already have submitted information that you do not wish us to have or if you think that the USPCA has cookies or data about you that you do not want us to use or that is incorrect please contact us at the address below, by telephone (028 3025 1000) or email (headoffice@uspca.co.uk) and the information will be corrected as soon as possible or removed from our database as you request.
- The USPCA has a dispute resolution mechanism. If you think we have not followed our privacy policy in some way, please contact us and we can help you resolve your concern.

CHANGES TO OUR PRIVACY POLICY

- Any changes we may make to our privacy policy in the future will be notified to you.

CONTACT US

- Should you have any queries relating to our privacy policy you can contact us by:
 - email to headoffice@uspca.co.uk

- post at USPCA, Unit 6 Carnbane Industrial Estate, Newry BT35 6QH;
- by telephoning 028 3025 1000.