

Privacy Notice

Friends of Avon Meadows CIO

Last updated: March 2026

Friends of Avon Meadows CIO (“we”, “our”, “us”) is committed to protecting your personal information and being transparent about how we use it. This notice explains what data we collect, why we collect it, how we use it, and your rights.

1. Who we are

Friends of Avon Meadows CIO is a volunteer-run charity supporting the conservation and enjoyment of Avon Meadows Local Nature Reserve in Pershore. We are the data controller, meaning we decide how your personal data is used.

2. The information we collect

Members

- Name and contact details
- Membership status and payments

Volunteers

- Name and contact details
- Emergency contact details
- Relevant medical information (optional, with explicit consent)

Website visitors

- Cookies and analytics data
- Contact form submissions and emails

Events & activities

- Name and contact details for events and activities
- Images taken where individuals may be identifiable (with consent where required)

3. Why we collect your data (lawful bases)

Purpose	Lawful Basis
Managing membership	Contract / Legitimate interest
Sending newsletters	Legitimate interest
Sending emails	Consent
Managing volunteers	Legitimate interest
Emergency contact and safety	Vital interests
Collecting medical information	Explicit consent
Trustee records	Legal obligation
Managing events	Consent / Legitimate interest
Using photos for publicity	Consent / Legitimate interest

4. How we use your data

We use your information to:

- Administer membership
- Send newsletters and updates
- Organise volunteer activities
- Keep volunteers safe during work parties
- Maintain statutory charity records
- Promote our work (e.g., photos on website or social media)

We never sell your data or share it with third parties for marketing.

5. Who we share your data with

We only share your data when necessary:

- Cloud-based email and document storage providers
- Charity Commission (trustee information only)
- Emergency services (if required)

We do not transfer your data outside the UK.

6. How long we keep your data

Data Type	Retention Period
Membership records	2 years after membership lapses
Volunteer contact details	2 years after last activity
Medical information	Deleted immediately after the activity unless ongoing consent given
Trustee records	6 years after service
Photos	Until consent withdrawn or no longer needed
Website analytics	26 months

7. Your rights

You have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion
- Object to certain uses
- Restrict processing
- Withdraw consent at any time
- Complain to the Information Commissioner's Office (ICO)

To exercise your rights, email: info@avonmeadows.org.uk

8. How we protect your data

We use appropriate technical and organisational measures, including:

- Password-protected devices
- Secure cloud storage
- Limited access to personal data
- Data reviews and deletion

9. Cookies and website analytics

Our website may use:

- Essential cookies
- Anonymous analytics (e.g., visitor numbers)

You can control cookies through your browser settings.

10. Contact us

For any questions about this notice or how we handle your data, contact:
info@avonmeadows.org.uk