

Branch Data Protection Guidelines

Version 2 – Revised October 2021

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Quick summary of main points

Confirmation of compliance

1. Background Information

This document aims to provide information and guidance for Branches on Data Protection and should be read in conjunction with Butterfly Conservation's existing Data Protection Policy Statement, Data Protection Guidelines and Procedures for Handling Personal Information.

All BC Branch volunteers who receive personal information on members or recorders should read and confirm that they will comply with the storage, security and usage requirements contained in this document (please see Confirmation of Compliance on page 9).

The General Data Protection Regulation 2016 defines the UK and EU law on the processing of data on identifiable living people. The Regulation protects people's right to privacy with respect to the processing of personal data and provides a way for individuals to control information about themselves. Electronic communications are regulated by the General Data Protection Regulation 2016 and the Privacy and Electronic Communications (EC Directive) Regulations 2003. Butterfly Conservation is licensed with the Information Commissioner as a data controller. All personal data held by Butterfly Conservation staff, Branches and volunteers is covered by the General Data Protection Regulation. The Regulation is mandatory so it is essential that we all comply with it. A breach of the regulations could result in compensation claims, prosecution, huge fines, bad publicity and damage to our reputation.

The definition of personal data is any information about a living individual from which they can be identified, eg name, address, email address etc and includes information held by paper copy, electronically or in any other recorded media.

The General Data Protection Regulation controls how personal data is used by organisations, businesses or the government. Everyone responsible for using or holding data has to follow strict rules called 'data protection principles'. They must make sure the information is:

- ❖ used lawfully, fairly and transparently
- ❖ used for limited, specifically stated purposes
- ❖ used in a way that is adequate, relevant and not excessive
- ❖ accurate
- ❖ kept for no longer than is absolutely necessary
- ❖ handled according to people's data protection rights
- ❖ kept safe and secure, with protection against unauthorised or unlawful processing
- ❖ not transferred outside the European Economic Area without adequate protection

In order to follow these principles we must ensure that:

- ❖ Data is only used for the specific purposes for which it was collected
- ❖ Data is never disclosed to other parties outside of BC without the consent of the individual
- ❖ Personal information is kept for no longer than is necessary and should be kept up to date and correct
- ❖ Personal information is not sent outside the European Economic Area (EEA). (If any Branch wishes to send personal data outside the EEA please contact Head Office – this includes the use of third part email marketing systems)
- ❖ All staff and volunteers holding personal information are required to have adequate security measures in place. These include technical measures such as firewalls etc, and appropriate guidance or training.

All individuals have a right of access to information held about them.

2. Personal data held at Head Office

The majority of data held for BCs members and contacts is stored on our membership database at Head Office. Access to this database is password protected, stored on an encrypted server and restricted to those who require it specifically for their job, eg the Supporter and Administration teams.

Whenever we are notified of a change of contact details the database is updated, this should therefore always be considered the most accurate and up-to-date information held. We have a duty to ensure all information stored by BC is accurate so it is imperative that any changes notified to the Branch are passed as quickly as possible to Head Office.

We currently hold email addresses for approximately 75% of the membership on the database.

The majority of email addresses are provided when members join.

3. Transfer of data between Head Office and Branches

Member information is currently sent from Head Office to Branch Membership Secretaries electronically in an encrypted and password protected spreadsheet or by hard copy via the Royal Mail.

A report giving details of all new and leaving members is sent fortnightly to branch membership officers. Information about changes of address etc and change of Branch are also given at this time. These reports can be sent electronically or by post and contain members' name, postal address and where consent for processing has been given email address and telephone number.

A full list of members is sent to all Branch Membership Secretaries annually in April including details of annual Branch subscriptions due. However, we can provide Branches with member information as and when required at other times of the year on request by emailing membership@butterfly-conservation.org.

Please note all member and contact personal data should be treated as confidential and only provided to other Branch Committee members on a strict need to know basis for specific processing purposes (see Section 6 for more information about access to data).

If Branches receive notification of updated contact information for a member they should forward to membership@butterfly-conservation.org or telephone 01929 406015 so that the master database at Head office can be amended as soon as possible.

4. Sending emails to members and contacts

Please contact branches@butterfly-conservation.org to organise sending emails to members and contacts via our central ClickDimensions email-marketing database.

Using this service will:

- ❖ Greatly reduce the security risk when sending electronic communications.
- ❖ Provide an automatic unsubscribe option for recipients, meaning that all requests to stop receiving emails will be actioned.
- ❖ Ensure that all email addresses are kept up-to-date and accurate.
- ❖ Make sending emails to Branch members and contacts much easier.
- ❖ Allow monitoring of recipient open rates so you know if your message is being read.

If you do **not** use this facility you **must** ensure that you:

- ❖ Do not store names, postal addresses or email addresses of contacts within your email client software (e.g. Outlook) because the personal data will not be encrypted and some viruses automatically send out spam emails to everyone in your email address book.
- ❖ Delete messages to members/contacts from your sent box once they have been sent. There has been an instance where addresses were picked up from a sent email and spam messages sent to all recipients.

Unsubscribing to email communications

It is very important that an opportunity to unsubscribe (ie stop receiving emails in the future) is provided in every message. The ClickDimensions facility has an automatic unsubscribe feature.

NB: If you do not use ClickDimensions you must include the following standard wording in your footer or signature block:

If you do not wish to receive further emails in the future from Butterfly Conservation (insert your Branch name here) xxxx Branch please reply to this email with the words "unsubscribe" in the subject line.

If you receive a request to unsubscribe from any member or contact you must ensure that their email address is removed from your mailing list. **Please note if we do not adhere to a request to stop email communication we could be in breach of the General Data Protection Regulation 2018 and liable to heavy fines and ensuing bad publicity.** This is why we strongly advise all Branches use the ClickDimensions facility as any unsubscribe request is automatically actioned.

5. Data Protection statements and options to unsubscribe

Data protection statements are used to ensure that the member or contact has given permission to be contacted by post or email. It is best to keep the statements as generic as possible to allow a variety of communications to be sent from BC on different topics if required in the future.

Where consent is to be used as the legal basis for data processing consent should be given by a clear affirmative act establishing a freely given, specific, informed and unambiguous indication of the data subject's agreement; Silence, pre-ticked boxes or inactivity should not therefore constitute consent.

Following a recent review of fundraising and data protection practices additional measures are being introduced to protect individuals further:

- ❖ Opt-in statements must not be hidden in the small print, a minimum font size will be introduced for these statements on all printed communications – we recommend that these statements should be a minimum of 11 pt font.
- ❖ Every addressed communication must carry a clear message explaining how an individual can change their communication preferences.

Collection of Postal Address:

If you wish to receive information in the following ways, please tick the relevant box (we respect your privacy and will not sell your personal data to any third party).

	<i>Yes I would like to receive the following by email:</i>
<i>Fundraising & Membership</i> Hear about the projects we are planning- from purchasing new reserves, essential habitat management and our world leading recording and monitoring schemes.	

Collection of Email Address:

We would like to send you news and information about Butterfly Conservation and other ways to support us. If you wish to receive information in the following ways, please tick the relevant box (we respect your privacy and will not sell your personal data to any third party).

<i>Email Address:</i>	<i>Yes I would like to receive the following by email:</i>
<i>Conservation & Charity News</i> Our monthly All Aflutter enewsletter as well as stand-alone communications about our conservation work and charity news.	
<i>Fundraising & Membership</i> Hear about the projects we are planning- from purchasing new reserves, essential habitat management and our world leading recording and monitoring schemes.	

To be used for both postal and email data collection:

Our promise to you:

- ✓ ***We will never swap, sell or rent your details to anyone***
- ✓ ***We will always follow the strict code of conduct set out by the Fundraising Regulator***
- ✓ ***You can change how you hear from us or unsubscribe from our mailing lists at any time, just let us know.***

During face-to-face recruitment, similar information needs to be given to the public and consent still needs to be given by the individual before we can use their information. This also applies to telephone recruitment and enquiries. The following script informs all telephone callers how their data will be used and gives the opportunity to object to any future marketing approaches:

Verbal data collection statement:

“I’d like to reassure you that we will never swap, sell or rent your details to anyone. Butterfly Conservation would like to send you relevant information about our work and fundraising appeals by post/email please could you confirm that are you happy to receive these?”

You can change how you hear from us or unsubscribe from our mailing lists at any time, just let us know.”

It is also important that a Data Protection statement is used on all membership and fundraising literature, including online donation and membership webpages, at the end of the monthly All Aflutter e-newsletters and other electronic communications:

Statement to be used on all fundraising, member and contact communications:

We like to keep our supporters in touch with our work. If you do not wish to receive further marketing communications from Butterfly Conservation please let us know by writing to our registered address, telephoning 01929 406015 or emailing ndraising@butterflyconservation.org.

Our promise to you:

- ✓ ***We will never swap, sell or rent your details to anyone***
- ✓ ***We will always follow the strict code of conduct set out by the Fundraising Regulator***
- ✓ ***You can change how you hear from us or unsubscribe from our mailing lists at any time, just let us know.***

All emails must include a clear method of unsubscribing from future communications. If you do not wish to use the standard data protection statements above please contact Sandra Muldoon at Head Office (smuldoon@butterfly-conservation.org) to discuss alternative wording.

The overriding aim of a data protection statement is to ensure the individual's consent is **freely given and informed**, ie the individual is clear about what he/she is consenting to his/her data being stored for.

6. Storage and security of personal data

All personal data should be treated with strict confidentiality.

Hard copies of member and contact name and address details should be filed securely in a cabinet or drawer where they cannot be accessed by anyone else.

It is useful to remember that even a post-it note with a members name and address on is classed as personal data and should be treated accordingly.

If the data is stored on a computer or laptop, it must have an Internet Security package installed that includes antivirus and antispyware protection and a firewall. Access to the computer or User Account should be password protected. Updates should be switched to Automatic and you should ensure the latest updates are installed.

The electronic file containing the personal data (e.g. Excel spreadsheet) should be stored in an encrypted location. You can add the file to an encrypted Zip file using free 7Zip software or WinZip. Simply password protecting an Excel or Word file is not secure but if you store the file in a password protected Zip file using 7Zip or WinZip this adds secure AES 256 bit encryption (see guidance below about choosing a secure password). Please be aware that it is the Zip file that is encrypted and not the personal data file so if you extract (unzip) the file to another location it is not encrypted – therefore always ensure you only store the personal data file in the password protected Zip file.

If the data is stored on an external hard-drive or memory stick it must also be encrypted. If data is stored on a laptop or memory stick or external hard-drive please be aware of the additional potential risks of losing or misplacing the data and make special arrangements to minimise the risks.

You must take precautions to ensure that any personal data stored electronically cannot be accessed by anyone else. The above storage and security measures also apply to any backups of the data you make. When choosing a password to secure your computer or file it is important to make sure the password is secure.

There are a few simple things to bear in mind when creating a password 1. Make your password as long as possible, 2. Avoid using personal information that would be easy for others to guess such as your name or address, 3. Avoid obvious passwords that are easy to guess (qwerty, password, letmein, 12345 etc).

See the following website for advice on choosing a secure password:

<http://www.microsoft.com/security/online-privacy/passwords-create.aspx>

If you are sending a secure file to someone else do not use the same communication method to send them the password. For example if you send a passworded 7Zip file in an email, do not attach the password to the same message. The best thing to do would be telephone the recipient and verbally tell them the password. Although a separate email would do.

If you have any queries regarding security of data including instructions for using 7Zip software for encryption then please contact the IT Team at Head Office

itdepartment@butterflyconservation.org).

7. Forwarding members personal data to other Branch Committee Members & restriction of data access

If the appropriate data protection statements have been used to collect the data, details of members and contacts held by Branch Membership Secretaries can be forwarded to another

Branch Committee member when required for a specific purpose or mailing etc. However, personal data should always only be accessed **if needed and not just for information**. When forwarding data electronically you should ensure the file is encrypted in line with the security measures detailed in section 5.

Unless needed for future communications on a regular basis the data should be destroyed or deleted immediately after use (see section 9 below).

All Committee Members who are in receipt of members' personal data must have read and agreed to abide by these guidelines especially with regard to security, confidentiality and updating data (see Confirmation of Compliance on page 9).

Data may only be used to send communications on Butterfly Conservation business. **On no account can emails or letters be sent on behalf of non-BC organisations or non-associated events.**

8. Information held by Branch Recorders

Branch Recorders may also need to store personal data if provided on recording forms. The data protection statement on a recording form can be quite specific and if this is the case the contact information should **not be passed to other Committee Members for communication about any other matter**.

As it is essential for Branch Recorders to have the ability to contact the individual it is necessary to include the following statement on the recording form:

Butterfly Conservation may contact you about your records.

This makes it clear that if they send a record they may be contacted about it in the future specifically with regards their submitted records.

9. Use and frequency of sending emails

Members and contacts must opt-in (see section 5 above) to receive electronic communications and must be given the opportunity to unsubscribe from receiving emails in every message sent.

If not using the ClickDimensions facility, the "bcc" facility (blind copy) should always be used when sending emails to more than one member or contact. This ensures that recipients cannot see other email addresses and thus enables you to protect the addressees' privacy and comply with the requirements of the General Data Protection Regulations. Address the message to yourself and then include the addresses of the other recipients in the "bcc" line.

Your Branch should ensure that the number of emails sent to members is strictly controlled so individuals are not bombarded with messages. Ideally only one message per month should be sent to all Branch members, however, an additional email could be sent to a smaller group promoting an event etc if required. Most people and businesses are now

communicating electronically so it is important that we try to minimise the risk of people unsubscribing from receiving emails from BC. Ideally one person within a Branch should be responsible for sending emails so that they can stagger distribution of messages. At Head Office we have a communication plan to ensure that messages are carefully scheduled to avoid overload.

Some members belong to more than one Branch and therefore could receive multiple email communications. Most Branches are now communicating electronically with members so we need to monitor any complaints received regarding email communications. Please inform Sandra Muldoon (smuldoon@butterfly-conservation.org) at Head Office if you receive a complaint or query about any BC communications or our Data Protection Policy.

Emails should be kept short and to the point whenever possible. You should ensure the subject header is clear and if feasible includes “Butterfly Conservation” in the title. This will hopefully help increase the “opening rate” of your message and make sure it is seen by the maximum number of recipients.

Avoid using any language or terms in the email that may be misconstrued as Spam to minimise the chances of your emails being blocked by anti-spam services.

10. Data destruction policy

Personal data must not be held for longer than necessary. Old or out of date information should be destroyed as soon as updated details have been received.

Paper copies of information including member lists and any correspondence containing personal data should be shredded or securely disposed of.

When deleting electronic information from your computer please check it has also been removed from the Recycle Bin too. Please note that even when you delete a file from the Recycle Bin it hasn't actually been deleted from the computer's hard-drive and can be retrieved using UNDELETE software tools. Therefore before giving away or selling your computer, laptop, harddisk or external hard-drive to anybody you should use a software tool to ensure all data has been securely erased.

Main points to consider:

1. Data should only be used for the purpose it has been collected for.
2. Data should never be passed to any third party outside of BC.
3. Data should be held in a secure and confidential manner (see Section 6).
4. Access to data should be restricted to those who need to use it for BC purposes.
5. All emails should include information on how to stop receiving or unsubscribe to email communications in the future.
6. Data should be kept up to date and destroyed when out of date or no longer needed.
7. You should ensure that permission has been given prior to contacting members by email.

8. Always ensure emails addresses are listed in the “bcc” line or use the ClickDimensions facility.
9. When sending personal data electronically to other committee members ensure it has been encrypted and password protected.
10. Email membership@butterfly-conservation.org or call 01929 406015 to notify of any changes to member personal data held.

Confirmation of Compliance

If you hold or use BC member data we would be grateful if you could email membership@butterflyconservation.org to confirm that you will comply with the guidelines detailed in this document. If you forward any member data to another Branch Committee member please send these guidelines and ask them to confirm their compliance to you (please forward this to membership@butterfly-conservation.org)

Thank you for helping to ensure Butterfly Conservation conforms to the General Data Protection Regulations.