

## Privacy Policy

At Deen City Farm, we are committed to protecting and respecting your privacy. This Policy explains when and why we collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this Policy from time to time so please check this page occasionally to ensure that you are happy with any changes. By using our website, you are agreeing to be bound by this Policy.

Any questions regarding this Policy and our privacy practices should be sent by email to [info@deencityfarm.co.uk](mailto:info@deencityfarm.co.uk) or by writing to Operations Manager, Deen City Farm, 39 Windsor Avenue, Merton SW19 2RR. Alternatively, you can telephone 0208 543 5300

## Who are we?

We are Deen City Farm and Riding School, a community charity based in Merton. Deen City Farm is a registered charity (no. 1008028) and company limited by guarantee (no. 2577067). The registered address is Deen City Farm, 39 Windsor Avenue, Merton, SW19 2RR.

## How do we collect information from you?

We obtain information about you when you use our website, for example, when you contact us about our services, take out animal sponsorship, donate, or if you register to receive our newsletter.

## What type of information is collected from you?

The personal information we collect might include your name, address, email address, IP address, and information regarding what pages are accessed and when. If you donate online or purchase a product from us, your card information is not held by us, it is collected by our third-party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions, as explained below.

## How is your information used?

We may use your information to:

- process a donation that you have made;
- process orders that you have submitted;
- to carry out our obligations arising from any contracts entered into by you and us;
- notify you of changes to our services;
- send you communications which you have requested and that may be of interest

to you. These may include information about campaigns, appeals, other fundraising activities;

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example the collection of Gift Aid). We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

### Who has access to your information?

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

Third Party Service Providers working on our behalf: We may pass your information to our third-party service providers, agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to process donations and send you mailings). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes.

When you are using our secure online donation pages, your donation is processed by a third-party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please contact us.

### Your choices

You have a choice about whether or not you wish to receive information from us. If you do not want to receive communications from us about our work and our products and services, then you can select your choices by ticking the relevant boxes situated on the form on which we collect your information.

We will not contact you for marketing purposes by email, phone, or text message unless you have given your prior consent. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted. You can change your marketing preferences at any time by contacting us by email: [info@deencityfarm.co.uk](mailto:info@deencityfarm.co.uk) or telephone on 0208 543 3700

### How you can access and update your information

The accuracy of your information is important to us. We are working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or any of the other information we hold is inaccurate or out of date, please email us at: [info@deencityfarm.co.uk](mailto:info@deencityfarm.co.uk) or by writing to Operations Manager, Deen City Farm, 39 Windsor Avenue, Merton SW19 2RR.

You have the right to ask for a copy of the information Deen City Farm holds about you. We may charge £10 for information requests to cover our costs in providing you with details of the information we hold about you.

### [Security precautions in place to protect the loss, misuse, or alteration of your information](#)

When you give us personal information, we take steps to ensure that it is treated securely. Any sensitive information (such as credit or debit card details) is encrypted and protected with the following software 128 Bit encryption on SSL. When you are on a secure page, a lock icon will appear in web browsers.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems.

### [Use of 'cookies'](#)

Like many other websites, the Deen City Farm website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we use cookies to store your country preference. This helps us to improve our website and deliver a better more personalised service.

It is possible to switch off cookies by setting your browser preferences. For more information on how to switch off cookies on your computer, visit our full cookies policy. Turning cookies off may result in a loss of functionality when using our website.

### [Links to other websites](#)

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third party site.

### [16 or Under](#)

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

### [Transferring your information outside of Europe](#)

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the European Union (“EU”). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you are agreeing to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Policy.

If you use our services while you are outside the EU, your information may be transferred outside the EU to provide you with those services.

### [Review of this Policy](#)

We keep this Policy under regular review. This Policy was last updated in April 2018.