



## Privacy & Cookies Policy

**ecobirmingham (Charity No. 1177761)**

**Last updated:** April 2026

### Your privacy matters

At ecobirmingham, we work with people and communities to take positive environmental action. Trust is central to that work. This means being clear, open, and responsible about how we use your information.

This policy explains what data we collect, why we collect it, and how we keep it safe when you interact with us – whether that’s through our website, events, programmes, or communications.

We follow UK data protection law, including the UK GDPR, the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR).

### What we collect (and why)

We only collect information that helps us do our work effectively and responsibly.

Depending on how you engage with us, this may include:

- **Contact details** – such as your name, email, phone number, or address
- **Participation information** – for example, which activities you attend, feedback you share, or support needs you tell us about
- **Photos and video** – only where you’ve given clear permission
- **Volunteer, staff or applicant information** – to support recruitment and safeguarding
- **Donation information** – handled securely via trusted payment providers
- **Website usage data** – such as how you use our site, collected through cookies

We aim to keep data collection proportionate and relevant – nothing more.

## How we use your information

We use your data to support the things you'd expect us to do, including:

- Running projects, events, and training
- Keeping you informed about activities, opportunities, and impact
- Managing volunteers, staff, and recruitment processes
- Processing donations and reporting to funders (often in anonymised form)
- Improving our website and communications
- Meeting legal and safeguarding responsibilities

We will never sell your data or pass it on for commercial gain.

## Our legal basis for using your data

We always have a valid legal reason for using your information. This is usually one of the following:

- **Consent** – for example, when you sign up to our newsletter or agree to photos being used
- **Contract** – where we need your data to deliver a service or activity
- **Legal obligation** – such as safeguarding or financial requirements
- **Legitimate interests** – where it helps us run and improve our work, without overriding your rights

You can withdraw consent at any time.

## Working with children and young people

Some of our work involves children and young people. We take this seriously:

- We seek parent or guardian consent where required
- We follow strict safeguarding procedures
- We only collect what is necessary to keep participants safe and supported

## Who we share data with

We only share data when it's necessary and appropriate, including with trusted partners who help us deliver our work, such as:

- Email and CRM systems (e.g. HubSpot, Mailchimp)

- Event platforms (e.g. Eventbrite)
- Payment providers (e.g. CAF Donate, WooCommerce)
- Survey and evaluation tools
- IT and website providers

These organisations are required to handle your data securely and in line with data protection law.

We may also share data:

- If required by law
- To protect people's safety
- In anonymised form with funders and partners

## International data transfers

Some of the tools we use may store data outside the UK. Where this happens, we make sure appropriate safeguards are in place so your data remains protected.

## How long we keep your data

We only keep your information for as long as it's needed:

- Project and participation data – usually up to 7 years
- Financial records – in line with legal requirements
- Marketing data – until you unsubscribe or it becomes inactive

After that, data is securely deleted or anonymised.

## Your rights

You have control over your data. You can:

- Ask to see what information we hold about you
- Ask us to correct or update it
- Request deletion of your data
- Object to how we use your data (including marketing)
- Withdraw consent at any time

If you're not happy with how we handle your data, you can also contact the Information Commissioner's Office (ICO).

## Keeping your data safe

We take data security seriously. This includes:

- Secure systems and restricted access
- Staff training and clear policies
- Using trusted, compliant digital tools

## Get in touch

If you have any questions about this policy or your data:

**Email:** [info@ecobirmingham.com](mailto:info@ecobirmingham.com)

**Phone:** 0121 794 3015

## Cookies Policy

### What are cookies?

Cookies are small text files stored on your device when you visit a website. They help websites work properly and give us insight into how people use our site.

### How we use cookies

We use cookies to:

- Make sure the website functions as it should
- Understand how people use our site so we can improve it
- Measure the effectiveness of our communications and campaigns

We do **not** use cookies to identify you personally.

### Types of cookies we use

- **Essential cookies** – needed for the website to work
- **Analytics cookies** – help us understand usage (e.g. Google Analytics)
- **Functional cookies** – remember your preferences
- **Marketing cookies** – used only if you agree

## Your choices

When you first visit our site, you'll see a cookie banner that lets you:

- Accept all cookies
- Reject non-essential cookies
- Choose your preferences

You can change your preferences at any time.

You can also control cookies through your browser settings, although this may affect how the site works.

## Third-party cookies

Some features on our website rely on third parties (such as embedded videos or analytics tools), which may set their own cookies. These providers manage their own data in line with their privacy policies.

## Updates

We may update this policy from time to time. The latest version will always be available on our website.