



DATA PROTECTION PRIVACY STATEMENT 2018

Who is Dudley Canal and Tunnel Trust

Throughout this policy you will see the words 'we', 'our', 'DCTT' and "The Trust". All refer to Dudley Canal and Tunnel Trust Ltd, a Charity dedicated to preserving the limestone mines, caverns, tunnels and canals of Dudley in the West Midlands. Our Charity number is 1166460

We are an independent Charitable Trust which runs boat trips into underground caverns and tunnels as well as open water trips. We have a trading arm responsible for our commercial activities such as the shop and café and we offer educational workshops, group bookings and themed special events throughout the year.

This policy applies if you're a visitor or supporter of the Trust and use any of our services, visit our website, email, call, write to us or donate funds or items for display. There may be instances when we need to provide extra privacy notices but these are underpinned by the information in this notice. Where the term GDPR is stated please note this refers to the EU General Data Protection Regulation (from 25 May 2018)/UK Data Protection Act and Privacy of Electronic Communication Regulation.

Why we collect personal data

As a successful visitor attraction, being able to contact and engage with you, keeping you informed of what is on offer and what we are doing is essential. However, maintaining the privacy and security of your information is of paramount importance to us and this privacy policy has been produced to demonstrate we have a lawful basis to process data and to clearly explain why and how we will use your personal data.

We want you to be confident about giving us your information and we can assure you we will never buy or sell your information with a third party. We may share your data with an organisation we work with but this will only be when it is necessary and the privacy and security of your data is assured.

If you choose to hear from us we may send you information specific to you or things you've told us you like. We may show you relevant content online, this might be about visiting us, membership, special events or new trips and activities we are offering. We will only send these if you agree to receive them and we will never share information with third parties for inclusion in their marketing. We may sometimes use third parties to capture some of our data on our behalf, but only where we are confident that the third party will treat your data in accordance with our terms and the requirements set out in GDPR.

What personal data do we collect?

Your personal data (any information which identifies you, or which can be identified as relating to you personally for example, name, address, phone number, email address) will be collected and used by us. We will only collect personal data that we need.

We collect personal data in connection with specific activities such as booking a trip or activity, hiring our facilities or giving us a donation. We occasionally conduct research and analysis on the information we hold, which can generate personal data. This could help us decide which of our events or communications are likely to be of interest for you.

You can give us your personal data by filling in booking forms on site or through our website, participating in discussion boards on our social media platforms, entering competitions and promotional offers, making online or on-site purchases and bookings and by contacting us.

The personal data you provide may include the following,

- Details such as title, name, date of birth, email, address, telephone, age and gender.
- Financial information for such as credit/debit cards, direct debit details and gift aid.
- By making financial and object-based donations to us. (excluding donation boxes)
- Usernames, photographs and your opinions/attitudes about DCTT activities and interests on our social media platforms.
- We will also capture your image on CCTV as well as seek feedback from you through our customer feedback activities such as comment cards.

Sensitive personal data

At times we may need to collect sensitive personal data, this may include specific health or dietary requests for corporate bookings, audits of the facilities we offer or feedback from comment cards. We may also collect data during research on whether we are delivering a great experience for everyone and that we are fulfilling all their needs in terms of resources, access requirements and engagement. Access to this information is restricted to appropriate members of the team to allow them to fulfill their role.

Children's personal data

We require an adult's consent and contact details for information we may send out or collate for our younger supporters such as Cavern Explorers and children's competitions. We will never collect personal data from anyone under the age of 16 without an adult's prior consent. Where we collect personal data from 16 and 17 year olds we will ensure a supervising adult is aware and consent is given if required. Where possible we will try and avoid collecting personal data from those under 18 where it can identify an individual and will take details of their responsible adult instead. All data will be kept securely.

How we use your personal data

We will only use your personal data on relevant lawful grounds as permitted by GDPR.

Personal data provided to us will be used for the purposes outlined in any fair processing notice and in a transparent manner. If asked by the police, regulatory or government authority investigating suspected illegal activities, we may need to provide your personal data.

Your personal data may be collected and used to help us deliver our charitable activities, help us raise funds, deliver our service to you and complete your order or requests.

We have outlined the main uses of your data which depend on the nature of our relationship with you and how you interact with our various services, websites and activities. If you require specific information please contact us on the address below.

How we protect your personal data

Access to all data is restricted to appropriate staff and supporters who need it to fulfill their roles. All have received training in data awareness, safeguarding and the correct use of data in line with GDPR requirements.

All our data has been audited and monitored as to where it has been collated, how it is stored and who has access to it. Only data we require to operate has been stored and we will undertake a review and purge of all our data every 6 months to ensure we maintain this.

All data no longer required or requested to be removed will be deleted or destroyed in a suitable manner. We will maintain an audit trail of this.

Any breaches in our data security will be reported directly to the DCTT Chief Executive and ICO.

Right to Access/Restrict/Remove Consent

Subject Access Request

You can request that we provide you with a copy of any information we hold regarding your personal data and how we use and process this. See contact details to request a Subject Access Form.

Remove Consent

If you decide that you want to stop receiving information you can contact us and ask to be removed from our records. We will do this in accordance with GDPR.

Data Portability

If you require, we can provide, at your request, your information to a third party. We will do this in accordance with GDPR.

Restrict/Rectify Data Processing

You have the right to request we process your data in a specific way, restrict some of the processing such as automated decision making and update data to ensure it is accurate. We will do this in accordance with GDPR.

Contact Us

If you have any questions or requests in relation to this privacy policy and how we use your personal data they should be sent to dataofficer@dctt.org.uk or addressed to Dudley Canal and Tunnel Trust, 501 Birmingham New Road, Dudley, West Midlands. DY1 4SB.