



The Bishop's Palace – Privacy Policy

Taking care of your information

At The Bishop's Palace we are aware that none of what we do is possible without you, our supporters. That's why taking care of the information you provide to us is so important. This privacy policy sets out how we collect, use and store your personal information.

Please read this policy carefully; by providing us with your personal information, you consent to the collection and use of any information you provide in accordance with this policy. Occasionally, we may make changes to this policy so do remember to check back from time to time.

If you have any questions on this policy, please call us on 01749 988111 between 9am and 5pm, Monday to Friday or email us at info@bishopsalace.org.uk

Who we are

The Bishop's Palace and Gardens are managed by The Palace Trust, Company Limited by Guarantee, Registered Company No. 09404519. The Palace Trust aims to preserve and make accessible The Bishop's Palace and its fourteen acres of gardens to the public, as a place of historic, architectural and landscape interest. The Palace Trust is a registered charity (charity number 1160830). Palace Enterprises (Wells) Ltd is a wholly owned subsidiary of The Palace Trust, Registered Company No. 03013064. The Palace Trust's registered office is The Palace Trust, The Bishop's Palace, Wells, BA5 2PD.

How we collect information

Information is critical to ensuring that we operate as efficiently as possible and to make sure our interactions with you are timely, relevant and tailored for you. To do this, we may collect information about you in the following ways:

- **When you interact with us** such when you make a donation, sign up to our newsletter or attend an event.
- **When you interact with third parties** such as when you make a donation through a third-party website e.g. Virgin Money Giving and give your permission for your information to be shared with us. Similarly, if you engage with us on social media and messaging services like Facebook or Twitter you might give us permission to access

information from those accounts. The data we are given access to by social media services will vary but will always be in line with the Terms of that particular service.

- **When you visit our website** we may gather information, such as which pages you visit or how long you spend reading a particular page. This data helps us to improve your online experience, for example by adding new features, or removing elements that make the website difficult to use. We may also use data and insights to help inform the choice of words and images that appear on the site, in order to improve visitors' response to our campaigns.
- **We occasionally use session recording or click tracking software** to understand how you interact with our websites, for example by scrolling the page, or clicking your mouse on a particular link. This information is used to inform future changes to website design and functionality. None of the information you provide when completing a form or typing during these sessions is recorded. Only your interaction with our website is captured and we receive no information about other sites you may view. Like most websites we use cookies to help us do this, but wherever possible we use aggregated, anonymous information that does not identify individuals.
- **You can find out more in our** [cookies section below](#). Depending on the type of device you're using, your apps and settings may supply us with additional information about the device type, your operating system, and details associated with this.
- **From other information that is available to the public** to help us understand more about you and ensure our communications are tailored to you. To do this, we may use information from publicly available sources such as Companies House, or information published in the media, as well as that which is commercially available through third party subscriptions. By understanding more about you, and how you might be interested in supporting us, means we can help make our work as cost effective as possible.

What information we collect

Depending on how you interact with us, the information that we collect may include your name, postal address, email address, telephone or mobile number, your contact preferences, bank details, taxpayer status (to understand if we can claim Gift Aid), the date or year of your birth.

We may also collect information about the donations you make to us or events that you may attend, and details from any interactions with our Administrative Team.

We may also gather information that is publicly available, to build up a better picture of you and your interests, as well as behavioural data on digital platforms so we can consider how best to ask for your support.

To do this we use desk research and third-party subscriptions to help us understand things such as the demographic information associated with your postcode, an estimate of your age, information about directorships and shareholdings, employment and earnings as well as your charitable interests and giving history.

We do this to make sure our communications to you are appropriate and tailored – something we know means a lot to our supporters.

Our website (www.bishopspalace.org.uk) uses log files to help learn about when, from where, and how often traffic flows to this site. The information in these log files includes Internet Protocol Addresses (IP), types of browser, Internet Service Provider (ISP), date and time stamp, referring and exit pages, number of clicks. None of this information is linked to anything that is personally identifiable.

We use Google Analytics to help us understand how visitors engage with our website. Google Analytics is a web analytics tool that reports website trends using cookies and web beacons without identifying individual visitors. You can read the privacy policy for Google Analytics [here](#).

How we use your information

We will ask for your consent before we use your information for certain purposes, such as sending you emails about fundraising opportunities. We may also use your information where we have a legitimate interest in order to carry out our activities, examples include:

- To provide you with the services, products or information you have requested, or that we feel would be of interest to you, and reasonably expected by you
- To process your donations or other payments and verify financial transactions
- To provide updates on our work and the difference your support is making, as well as to tell you about other ways you might be able to support us, where you have agreed to receive this.
- For administrative purposes, for example to contact you with a query about a donation or where you have contacted our Administrative Team
- To keep a record of your relationship with us
- To ask you to participate in surveys or research
- To analyse the personal information we collect about you alongside publicly available information to better understand you and ensure our communications are tailored to you
- To carry out due diligence on potential or actual donors in accordance with our internal policies
- To analyse and improve our website, services, products or information
- To understand our supporters better and develop audience propositions

So we can let you know the latest news about our work and share with you how else you can help, we may contact you by direct mail, and by telephone, email or SMS, where you have agreed to be contacted. You can change how you hear from us at any time simply by getting in touch with our Administrative Team – please see the section “**How to change the way we contact you**” below.

If you would prefer us not to analyse your information or combine it with publicly available information, you can let us know by contacting our Administrative Team.

Who we share your information with

We may share your information with partners, agents or service providers to allow them to perform services on our behalf or to help us understand our supporters more effectively. These partners will only act under our instruction and will not use your information for their own purposes.

We always have contracts in place with our suppliers, which require them to comply with UK's law on data protection and to have systems and processes to protect the security of your information. We promise to always keep your details safe and we'll never sell or swap your information with any other organisation.

We may provide your email address or mobile phone number to digital advertising or social media companies who work on our behalf, such as Facebook, Instagram, Twitter and YouTube. This is so we can reach you and others like you with our latest news and information about how you can help support The Palace Trust. This data is always provided in an encrypted format and is deleted immediately after use.

If you don't want to see targeted advertising from us on social media, please refer to the instructions provided by the website or app, for example on **Facebook, Twitter, Instagram, and Google**.

We may disclose personal information if required to do so by law or if we believe that such action is necessary to protect and defend the rights, property or personal safety of The Palace Trust, our websites or our visitors and for other lawful purposes.

How we keep your information safe

We make sure that appropriate physical, technical and human controls are in place to ensure we take good care of your information.

However, the transmission of information over the internet is never completely secure and as a result, while we strive to protect your personal information, The Palace Trust cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your data, we make every effort to try to ensure its security both on our systems and while in transit between our systems and our partners who work on our behalf.

All staff who have access to your personal data understand the importance of keeping your information safe and secure at all times and are given training to support them in this.

We cannot be responsible for the privacy policies and practices of other websites even if you access them using links from our websites and recommend that you check the policy of each site you visit.

We ensure that additional controls are in place for financial, sensitive and special categories of information, meeting regulatory and legal requirements for managing these types of information.

Sometimes we may transfer information submitted by you to our other offices or we may need to use a service provider or partner outside the European Economic Area (EEA) – which may include a country that does not have the same level of data protection as the UK. In these circumstances, we take all reasonable steps to ensure the safety and security of your information as set out in this Privacy Policy, including adhering to the EU-US privacy shield agreement.

How long we keep your information

We will hold your personal information on our systems for as long as is necessary for the relevant activity and meet any legal or regulatory requirement. This is so that we can provide the services, products or information you have requested, to administer your relationship with us, to ensure we don't communicate with you if you've asked us not to and to comply with the law.

We may keep information relating to gifts in wills indefinitely so that we can administer these gifts and communicate appropriately with the families of those leaving The Palace Trust a legacy. This also helps us more about the reasons people leave us a gift in their will.

You have the right to object to your data being processed by us and can do so by contacting our Administrative Team by post at The Palace Trust, The Bishop's Palace, Wells, BA5 2PD, by email at info@bishoppalace.org.uk or by phone on 01749 988111.

Under the General Data Protection Regulation you have the right to access the personal data that we hold about you, this is commonly referred to as subject access. . If you would like to do so, please send a description of the information you would like as well as approved proof of identity to the Administrative Team at The Palace Trust, The Bishop's Palace, Wells, BA5 2PD. For further information about making a subject access request, please request a copy of our policy.

You have the right to lodge a complaint about the way we manage your data with the Information Commissioners Office.

How to change the way we contact you

We always want you to be happy with the communication you receive from us. If you want to change how you hear from us, or update your details, simply get in touch with our Administrative Team. You can call them on 01749 988111 or email info@bishoppalace.org.uk (Monday to Friday, 9am-5pm).

You can also change the way we contact you in the following ways

- Using the unsubscribe link in an email from us

Where you tell us that no longer want to hear from us for marketing purposes, please be aware that we may still contact you for administration purposes such as about any donations you make and Gift Aid or providing you with information you've requested or in helping resolve a query.

How we use cookies

Cookies are small text files that are placed on your device to help us give you a better experience of using our website. Cookies do lots of different things, such as helping us to:

- personalise the website to your requirements. If for example, on a previous visit you went to the Gardens page, then we might find this out from your cookie and highlight particular information related to this appeal which you may find interesting, on a second visit.
- avoid asking you to register or complete details twice
- estimate the number of visitors to our site, including the source and patterns relating to this traffic
- display relevant advertising to you when you visit other websites
- understand how visitors use the site, and how we can enhance this experience

You are able to set your devices to accept all cookies, to notify you when a cookie is issued, or not to receive cookies at any time, although of course please be aware this means that you'll miss out on some personalised services. You should read the information that came with your browser software to see how you can do this.

You can also find out more about cookies at www.allaboutcookies.org and www.youronlinechoices.eu/.

What if I'm under 18?

If you are under 18, please make sure that you obtain your parent/guardian's permission beforehand whenever you provide personal information via our websites. Users without this consent are not allowed to provide us with personal information. Also, if you do use our sites to obtain information about The Palace Trust, please let an adult know.

Your rights

Under this Privacy Policy you have the following rights:

- Right to access: the right to request the personal information that The Palace Trust holds on you. The Palace Trust can charge a reasonable fee to complete any request for information.
- Right to rectification: the right to have personal data rectified if it is incorrect, out of date or incomplete.
- Right to be forgotten: the right to withdraw consent given to process data and the right to request that The Palace Trust delete personal data from our databases (the only exception to this is if The Palace Trust is required to comply with any legal obligations or if the data is required for any legal claims).
- Right to restriction: the right to stop The Palace Trust from using your personal data or limit how it is used.

Changes to this policy

This information was last updated in **May 2018**. From time to time, we may make changes to the information on this page so you may wish to check back from time to time. The amended information will apply from the date it is posted on the site and will govern the way in which we collect and use personal information from then on.