



This Privacy Notice applies to myForest, a service run by Sylva Foundation at www.sylva.org.uk/myforest. It should be read in conjunction with the general Sylva Foundation Privacy Notice.

How we use your information

This privacy notice tells you what to expect when Sylva Foundation collects personal information from you under the myForest service. It applies to information we collect about:

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Visitors to our website

When someone visits www.sylva.org.uk/myforest we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

Use of cookies by Sylva Foundation

We use cookies to ensure that we give you the best experience on our website. If you continue without changing your settings, we'll assume that you are happy to accept all cookies on the Sylva Foundation website. However, if you would like to, you can change your cookie settings at any time. Read more about how we use cookies [link]

Search engines

Some of our websites include a search function. This is powered our by our own software. We may log any search queries and results anonymously to help us improve our websites, tools, and search functionality. No user-specific data is collected by either Sylva Foundation or any third party.

Blog

We host a blog on our servers. People are able to leave comments to any posts on our blog and are required to provide certain personal information. This is requested to reduce comments by spammers. No user-specific data is collected by either Sylva Foundation or any third party.

eNews

We deliver an occasional eNews to myForest users who opt to receive it. Subscribers are required to provide certain personal information to enable us to deliver the eNews bulletins via email. Information will be retained on our Customer Relationship Management (CRM) database. Information will not be shared with any other organisations. No user-specific data is collected by either Sylva Foundation or any third party.

Subscribers are able to opt-out at any time to the myForest eNews via a link provided within each bulletin delivered to their email address. A separate opt-in option is provided for users who may choose to receive by email other information from Sylva Foundation about its projects, services, and events

Subscribers are also able to change their opt-in/opt-out options at any time, both to the eNews and/or any other communications, in their Account Dashboard.

People who email us

Any email sent to us, including any attachments, may be monitored and used by us for reasons of security and for monitoring compliance with Sylva Foundation policies. Email monitoring or blocking software may also be used. Please be aware that you have a responsibility to ensure that any email you send to us is within the bounds of the law.

We may collect your name, email address, and further personal data. If you opt to do so, we may contact you separately with information about the work of the charity which we think may be of interest. You are able to opt-out at any time via a link sent with any such communication by Sylva Foundation or by contacting us directly. Information will be retained on our Customer Relationship Management (CRM) database. It will not be shared with any other organisations.

People who call us by phone

When you phone Sylva Foundation we may collect any information you choose to share with us to help us deal with your enquiry. We may collect your name, email address, and further personal data. If you opt to do so, we may contact you separately with information about the work of the charity which we think may be of interest. You are able to opt-out at any time via a link sent with any such communication by Sylva Foundation or by contacting us directly. Information may be retained on our Customer Relationship Management (CRM) database. It will not be shared with any other organisations.

People who use the myForest service

We have to hold the personal details of the people who have requested the service in order to provide it. We will use these details to provide the service you have requested and for other closely-related purposes. For example, we might use information you provide to carry out a survey to find out if you are happy with the level of service you've received.

Information held by Sylva Foundation will vary dependent on the type of account held, including accounts for woodland owners, professional agents, educators and businesses. Personal data collected includes a user's name, email address and approximate woodland location. This information may be retained on our Customer Relationship Management (CRM) database. It will not be shared with any other organisations unless the user clearly agrees to do so.

We hold additional specific information relating to the service including:

- woodland owner account:
 - silvicultural information (e.g. woodland location, size, and species) - to help users complete a management plan, a woodland star rating, or a deer management plan
- professional agent account:
 - silvicultural information (e.g. woodland location, size, and species) - to help users complete a management plan, a *woodland star rating*, or a deer management plan
 - client information - to help users manage multiple accounts on behalf of clients
- education account:
 - site information (e.g. woodland location, size and species) – to help users complete an ecological impact assessment.
- business account:
 - business address and business type/activity to enable that business to be listed accurately in the *myForest Directory*

To deliver the myForest service we collaborate with a range of third parties. Unless consent is clearly given by a user, no personal data will be shared with a third party. Other specific data – for example information relating to your woodland – may be shared with a third-party to help deliver the service, but only if you agree to do so. A range of separate consent options are provided in myForest Account Dashboard.

Anonymised and aggregated data derived from information you provide about your woodland and/or business may be shared with third parties or published to help improve delivery of the service and for research purposes. For example we publish current usage statistics including the total area mapped using the myForest service (see:

<https://sylva.org.uk/myforest/stats>).

When people register for the myForest service, they can unregister at any time by contacting Sylva Foundation. A range of consent options are provided in the myForest Account Dashboard.

Data processors

Sylva Foundation may rely upon individuals, agencies, companies, or others, to process personal data on its behalf (*i.e.* on behalf of the data controller). We use the payment service *Stripe* to collect and process financial transaction data in the myForest service website. Payment card information is stored by *Stripe* and is unavailable to Sylva Foundation. A token generated by *Stripe* is stored on Sylva's database to support single and multiple transactions by customers.

Access to personal information

Sylva Foundation endeavours to be as open as it can be in terms of giving people access to their personal information. Individuals can find out if we hold any personal information by making a 'subject access request' under the Data Protection Act 1998. If we do hold information about you we will:

- give you a description of it;
- tell you why we are holding it;
- tell you who it could be disclosed to; and
- let you have a copy of the information in an intelligible form.

To make a request to Sylva Foundation for any personal information we may hold you need to put the request in writing addressing it to our nominated Data Protection Officer to the address provided below.

If you agree, we will try to deal with your request informally, for example by providing you with the specific information you need over the telephone. If we do hold information about you, you can ask us to correct any mistakes by contacting our Data Protection Officer.

Links to other websites

This privacy notice does not cover the links within this website linking to other websites. We encourage you to read the privacy notices on the other websites you visit.

Changes to this Privacy Notice

We keep our privacy notice under regular review. This privacy notice was last updated on 25th April 2018.

How to contact us

If you want to request information about our Privacy Notice you can email us at (dpo@sylva.org.uk) or write to:

Sylva Foundation
Sylva Wood Centre
Little Wittenham Road
Long Wittenham
Oxfordshire
OX14 4QT

Data Protection Register

Sylva Foundation is registered with the Information Commissioner's Office (ICO). Our Registration Number is **Z1773491**.