



## Data protection and communicating with supporters:

### Frequently asked questions

**Living Streets Local Groups need to be able to communicate easily and professionally with a range of stakeholders and audiences. At Living Streets, we want to support you to do this with confidence, knowing that you are complying with data protection guidelines.**

We have developed this Guide to ensure groups can maximise the benefits of being part of the Living Streets network, whilst remaining fully GDPR compliant. However, the local group network is also growing – and we'll therefore need to be constantly reviewing our systems and processes, to make sure we can continue to scale up for walking. As a result, we will work with our Local Groups to develop our communications systems in the following year.

Currently, this policy links to the following policies and documents; [Guide to Survey Monkey](#); [Guide to Mailchimp](#); [Safeguarding Policy](#) and when using Eventbrite.

#### 1. What is the role of Living Streets

**Living Streets is the registered data controller with the Information Commissioner's Office.** We have overall responsibility for data collection and management. Because Living Streets Local Groups are volunteer groups, and are not registered with the ICO, there is a responsibility to ensure that Living Streets manages all data centrally and in-line with GDPR guidance. Living Streets Local groups must therefore follow our guidance to ensure they are compliant, and the risk of data breaches are mitigated. All Local Groups must read and be familiar with the Living Streets data protection policy.

## 2. Signing up new members

### *What methods can I use to sign up new people in my area up to my group?*

1. At meetings and face to face events you can ask people to complete the sign-up sheet provided by Living Streets on the [resources page](#).
2. For online sign ups you can direct people to your Local Group sign up page, where supporters choose the Local Group they want to hear news from.

**When individuals sign up to receive news of the group via the website, these are automatically sent to the Group Living Streets email address securely by email.** Note that if a supporter wants to sign up for news from more than one group then they just complete the page twice or more for each group.

You can also promote your webpage via Twitter and other social media platforms, or get Living Streets Head Office to send out an email to its national supporters in your area, encouraging them to get involved in your Local Group.

Please note that, as a group you cannot pass on a person's details unless you have their consent to do so. This does not apply to business contacts in the public domain, such as council officers.

## 3. Communication

### *How do I communicate with people in my Local Group?*

#### *What can I send out, and what must go through Living Streets HQ?*

**Operational emails and notices.** You can email people via your Living Streets email account for operational issues like organising meetings. **You can send emails up to 100\* people** (who have opted in to hear from your Group) from this account also. When sending emails to more than one person, **please ensure the recipient addresses are in the bcc field** (otherwise, recipients will be able to see each other's email addresses, which breaks GDPR). **To add in a Bcc line to your email, go to the taskbar on Outlook -> Options -> Bcc.**

\*Please note that although Outlook can usually accommodate emails to 100 people, the higher the number of people it's sent to, the higher the risk it will go into spam folders. Therefore please try to limit the number of people you send operational emails to.

**Broadcast emails.** All promotional/ broadcast emails can be sent out centrally (on behalf of local groups) by head office or by Mailchimp (see our [guide to Mailchimp](#)). **This is advised so we can control security, usage, and opt-outs.** We have a draft guide for writing emails to make it easy for you and quick for us to create. This is found on [the Local Group resources page](#). In this instance, please let us know beforehand what postcodes you'd like the email sent out to. **Please note that Living**

## **Streets is unable to send you details of supporters who have not opted in to hear from Local Groups.**

You can use your personal email address for core group liaison, and to discuss issues with a few key members of your group only. Clearly, as you will only have one Living Streets email account, you need to discuss aspects of your campaigns and organisational matters between a few select people before you put out messages to the wider group. You must use your Living Streets email account for all other purposes. You can use your personal telephone to communicate with core members of your group – using text, calls and whatsapp as appropriate. You should only include those people in your group who wish to be contacted in this way.

### **4. Transferring data securely**

#### ***What do I need to do to make sure it is ok to pass on details of group contacts to Head Office as required in the Local Groups Charter?***

Including the Data Protection statement within this policy will allow the transfer of data to Living Streets head office. This needs to be transferred following the Guidance on Data Transfer (see page 5 of this document). You will need to pass on details of groups' members regularly.

Example of the Data Protection statement: *Thanks for giving Living Streets your email address. We'll keep you updated on our news, campaigns and donating. You can opt out at any time and we won't share your details. We take the security of your data seriously – read our privacy policy <https://www.livingstreets.org.uk/privacy-policy>*

### **5. Managing Data**

#### ***How do I manage and store data?***

Groups are not expected to adopt elaborate security measures, but you should take sensible precautions to guard against unnecessary risks. For example, if you hold data in a spreadsheet which you have created to send to Head Office or to type up contacts from an event, this folder needs to be password protected so that family members who use the PC cannot view it. Maintain an attitude that you are responsible for someone else's property and be aware of the potential risks to your Group and Living Streets if some or all your data was lost. Under GDPR legislation Living Streets is the Data Controller and as such liable for any breach of confidentiality or mismanaged data.

We should not retain personal data for longer than necessary so if we have no further need for it then it should be deleted.

#### ***Should we delete someone's data if they ask us to?***

If someone opts out from future communication from Living Streets you should delete their details from your address list and ensure the information is also passed

to Living Streets Head Office.

## **6. How Living Streets manage data for Local Groups**

### ***How will Living Streets let me know about supporters in my area?***

Living Streets will regularly email supporters to tell them there is a Local Group in their area. Living Streets will direct supporters to the Local Group pages on the website so interested supporters can contact you directly or sign up to your news. If they sign up to your news, you receive an email to your Living Streets email address with their contact details. Living Streets is also able to send supporters in your area emails from head office about your activity, events or campaigns.

### ***Why can't Living Streets send me details of people in my area?***

If the supporter has not agreed to allow Living Streets to disclose their data to a Local Group, it would be a breach of data protection legislation to do so.

Instead, we can encourage our registered supporters in your area to sign up to your Local Group mailing list. And remember, Living Streets Head Office can also email everyone in your area to tell them about your Local Group activity. Please get in touch if you would like us to do this.

## **7. Systems**

### ***What systems can I use?***

You have a Living Streets email account with Office 365. This is your main contact address and is published on your Local Group webpage.

Core organisers of a group can exchange phone numbers to discuss issues on text or other platforms. This may form a key part in your operational organisation.

## **8. How Living Streets can support you**

If you have questions about anything GDPR-related, then you can get in touch directly with Living Streets. If you need to email Living Streets supporters in your area, then you can follow the email writing [guidance provided on the resources page](#) including a template email form or via [Mailchimp](#).

If you want to contact Living Streets supporters in your local area that are not on your mailing list (i.e. who have opted in to hear from national Living Streets), you can get in touch with us at Living Streets Head Office to send out broadcast emails like newsletters on your behalf.

# How do I transfer data?

As Living Streets Head Office is the registered data controller, we need to ensure that all data is held securely and kept up to date. Local Groups must ensure they are regularly sharing the contact details of those who have signed up to hear news from Living Streets, or unsubscribed from mailing lists, with Head Office.

Regularly transferring this data will also ensure that if Head Office ever need to send out broadcast emails or newsletters on behalf of local groups, the email will go to the most up-to-date list of people.

## Transfer of supporter and local group campaigner details from a local group to Living Streets Head Office

Local Groups will collect the email addresses of people who have signed up to hear news from their group and from Living Streets HQ via [signup sheets](#) at events, Eventbrite webinars etc.

To ensure high quality customer service, Local Groups will need to share these contact details with Head Office. In line with data protection policy, Groups will also need to share the contact details of those that no longer wish to hear from the Local Group (so we can update our master lists).

Groups should input the contact details they have gathered into an excel spreadsheet, with all fields populated. **Essential fields are: First name, Last name, Email address, Postcode.** Incomplete data cannot be used and so supporters will be lost.

To make the transfer of data as secure as possible, groups need to use their Living Streets (outlook) email address to share the data with a contact at Head Office. Currently, this will be [aisha.hannibal@livingstreets.org.uk](mailto:aisha.hannibal@livingstreets.org.uk) The excel spreadsheet should be password protected.

Please make sure you do not hold any data or spreadsheets on your local computer or any other device. Files should be saved on your Living Streets OneDrive and deleted as soon as they are no longer needed.

If people sign up to hear news from Local Groups online via their webpage, there is no need to transfer this data to head office, as we get automatic notifications of those who have joined mailing lists. This data will be sent directly to your Living Streets inbox.

## Appendix: Data Protection Policy Local Groups

Last updated: October 2021

### Definitions

**The Charity** – Living Streets, a registered charity

**Data Controller** – the entity with overall responsibility for data collection and management. The Charity (Living Streets) is the Data Controller for the purposes of this policy.

**Personal data** – any information which enables a person to be identified. Certain sensitive information must have the individual's explicit consent

**Data Subject** – a person about whom data is held

**Responsible Person** – Faheza Peerboccus, Director of Finance and Resources

**Register of Data Systems** – a register of all systems and contexts in which personal data is processed by the Charity

**Data Processor** – an individual or organisation handling or processing data (e.g. a sub-contractor on behalf of the data controller)

**Privacy Notice** - a statement used to explain the data controller's policies on how they process the data that is within their control and meet legal requirements

**Information Commissioner** – the official independent regulator of data in the UK

**GDPR** – General Data Protection Regulation – an EU wide law, enforced in the UK by the Data Protection Act 2017

## 1. General provisions of this policy

- a. This policy applies to all personal data processed by Living Streets Local Groups on behalf of the charity.
- b. The Board of Trustees recognises its overall responsibility for ensuring that Living Streets complies with its legal obligations.
- c. All the Charity's Local Groups are required to follow this Data Protection for Local Groups policy.
- d. This policy shall be reviewed at least annually and made available through the Local Group Resources page.

## 2. Data Protection Principles

As Data Controller, the Charity is committed to process data in accordance with its responsibilities under GDPR. Local Groups processing data are also bound by these responsibilities. Article 5 of GDPR require the Data Controller to:

- (a) processed lawfully, fairly and in a transparent manner in relation to individuals ('lawfulness, fairness and transparency');
- (b) collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes ('purpose limitation');

- (c) adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed ('data minimisation');
- (d) accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay ('accuracy');
- (e) kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of individuals ('storage limitation');
- (f) processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures ('integrity and confidentiality').

### **3. Responsible Person (Data Protection Officer)**

The Responsible Person shall take responsibility for the Charity's ongoing compliance with this policy. Their responsibilities in relation to Local Groups shall include:

- a. Briefing and advising the Local Group coordinators on data protection responsibilities;
- b. Reviewing data protection and related policies
- c. Ensuring that data protection is covered at initial Local Group sign up stage
- d. Approving unusual or controversial disclosures of personal data
- e. Electronic security of Living Streets' email mailboxes
- f. Maintaining a log of data protection incidents reported via incident reports
- g. Embedding suitable operational procedures via the data protection action plan in order to ensure compliance

### **4. Lawful, fair and transparent processing: Register of Data Systems and Subject Access Requests**

- a. To ensure its processing of data is lawful, fair and transparent, the Charity shall maintain a Register of Data Systems. *The central log of personal data records is kept within Human Resources under restricted access.*
- b. The Register of Data Systems shall be reviewed at least annually.

- c. Individuals have the right to access their personal data and any such requests made to the charity shall be dealt with in a timely manner.
- d. All contacts including supporters have the right to request access to all information stored about them. Subject access requests must be in writing. All staff and volunteers are required to pass on anything which might be a subject access request to the Responsible Person without delay. Any Subject Access Requests will be handled by the Responsible Person within the required time limit (30 calendar days). As a charity, Living Streets is not subject to freedom of information requests. However, any eligible body which Living Streets is working on behalf of will be supplied with information required to comply with any freedom of information requests made to them.
- e. Volunteers and staff have the right to access any data held on them to ensure that information is being used fairly. Living Streets will respond within the time limit required for subject access requests (30 calendar days) and will refuse only in the interests of protecting other volunteers or staff members.

## 5. Lawful purposes

- a. All data processed by the Local Groups must be processed on one of the following lawful bases: consent, contract, legal obligation, vital interests, public task or legitimate interests ([see ICO guidance for more information](#)).
- b. The Charity shall note the appropriate lawful basis in the Register of Systems.
- c. Where consent is relied upon as a lawful basis for processing data, evidence of opt-in consent shall be kept with the personal data.

## 6. Communication Purposes

- a. When communicating with group members about operational matters use the official Living Streets email account. All emails to more than one individual require the recipient addresses to be in the bcc field. When communicating with group members about events and campaigns send emails via Living Streets headquarters.
- b. Local Groups should use the Local Group sign up form and online sign up to news webpage to add new contact. These names are then added to the Local Group address list in the email mailbox by the coordinator/ chair of the Group. These contacts are shared with Living Streets by sending via email to the Local Engagement staff member every 6 months to add to the Charity database.
- c. Where communications are sent to individuals based on their consent, the option for the individual to withdraw their consent should be clearly available by giving an unsubscribe option to receiving emails.
- d. Using external newsletter providers does not meet our GDPR standards as the charity needs to keep an up to date record of opt ins and opt outs using the central system.

## 7. Keeping only the minimum data required



- a. The Charity shall ensure that personal data are adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed.

## **8. Accuracy**

- a. The Charity shall take reasonable steps to ensure personal data is accurate. Local Groups processing data are also required to make sure inaccuracies are reported to the Charity.
- b. Where necessary for the lawful basis on which data is processed, steps shall be put in place to ensure that personal data is kept up to date.

## **9. Archiving / deleting data**

- a. To ensure that personal data is kept for no longer than necessary, the Local Group can delete any contacts who wish to unsubscribe from receiving emails. The Local Group should also notify the Charity of any changes.
- b. The data retention policy shall consider what data should/must be retained, for how long, and why. In general, records will be maintained for no longer than three years. All data held on paper should be shredded immediately once records are transferred online.

## **10. Keeping data secure**

- a. The Charity shall ensure that personal data is stored securely using modern software that is kept-up-to-date.
- b. Access to personal data shall be limited to personnel within the Group who need access and appropriate security should be in place to avoid unauthorised sharing of information.
- c. When personal data is deleted this should be done safely such that the data is irrecoverable.
- f. Appropriate IT security, back-up and disaster recovery solutions shall be in place.
- g. All staff will be required to read and sign the Data Protection Declaration and to take reasonable steps to maintain the security of personal data. Staff using their own digital devices shall comply with the BYOD policy.

## **11. Data Sharing**

- a. When individuals sign up to receive news of a Group at an event then these contacts need to be sent securely to the Charity to add to their database. When individuals sign up to receive news of the group via the website these are automatically sent to the Group securely by email.

As a group you cannot pass on a person's details unless you have their consent to do so. This does not apply to contacts in the public domain such as council officers or members of organisations. The Charity may ask another organisation to process data on its behalf. However, the responsibility of what is processed (by the data processor) and how remains with the Charity as data controller. GDPR requires there to be a written contract with all data processors. Managers commissioning a service are responsible for ensuring a contract is in place. Recommended contract

conditions can be found here:

- A Data Processor Agreement [including a Data Security Audit Questionnaire
- A Central Log of data processors maintained by the Data Protection Officer
- Transfer of data to any third party will be carried out by secure means.

## 12. Breach of security

In the event of a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data, the Charity shall promptly assess the risk to people's rights and freedoms and if appropriate report this breach to the ICO ([more information on the ICO website](#)). Local Group are required to report any breach to the Charity immediately.

## 13. Consent

Consent will normally not be sought for most processing of information about Local Groups. However, any volunteer details to be disclosed for purposes unrelated to their work for Living Streets (e.g. financial references), will be subject to their consent.

Information about contacts and supporters (including photographs) will only be made public with their consent.

'Sensitive' data about contacts and supporters will be held only with the explicit consent of the individual. Consent should be given in writing, although in instances it is not always possible, verbal consent will always be sought for processing data. In all cases it will be documented on the relevant system that consent has been given.

All data subjects will be given the opportunity to opt out of their data being used in particular ways, such as the right to opt out of direct marketing (see Privacy Notices below).

## 14. Example Privacy Notices

The following Privacy Notices have been approved and should be used as models:

### Campaign actions:

Living Streets is gathering your data to process this action. We would like to tell you about campaign progress, ways you can support and other news. We won't share your details with any third parties, and you can unsubscribe at any time.

Would you like to be kept up to date with our news and campaign by email?

Yes  No

Would you like to hear about how you can support our work through donations?

Yes  No

### Beneficiary data collection, Other contexts:

Living Streets is gathering your data to process this action. We would like to tell you about project activity and progress, ways you can support us and other news. We won't share your details with any third parties, and you can unsubscribe at any time.

Would you like to be kept up to date with our news and campaign by email?

Yes  No

Would you like to hear about how you can support our work through donations?

Yes  No

## GLOSSARY OF SUPPORTING DOCUMENTS

DOCUMENT	DESCRIPTION
<a href="#">Sign Up form at meetings and events</a>	Template used to allow individuals to sign up to receive news with GDPR opt in
<a href="#">Online local group news sign-up page</a>	Page linked from all Local Group webpages for sign up to news
<a href="#">Data Transfer process – page 5 of this document</a>	Clear guidance on how to transfer data securely