



Young Persons' Privacy Policy

Thank you for your interest in supporting WWF-UK, it really means the world to us!

At WWF-UK, we aim to inspire young people to understand the importance of working together to restore nature and bring our world back to life.

This privacy policy has been written for our young supporters aged between 13 and 17 and aims to inform you about how WWF-UK will use your details and why we may need them. If you are under 13, please ask for your parent or guardian's permission before contacting us. There is further information about WWF-UK's use of personal data in our full [Privacy Policy](#) but this one seeks to tell you about the really important things we think you should know.

If there is anything that you don't quite understand, then please ask your parent or guardian to help you, or you can email the WWF-UK Youth Engagement Team who will be happy to help – youth@wwf.org.uk.

Who we are

Before we tell you about some important things to do with how we use your personal information, let us introduce ourselves properly.

We're WWF-UK, the environmental charity, and part of the WWF global network. Together it is our mission to create a future where people and nature can thrive.

Our full contact details are as follows:

- Post: WWF-UK, The Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey, GU21 4LL
- Phone: 01483 426 333
- Online: www.wwf.org.uk/contact-us

When we collect personal information from you WWF-UK acts as the 'data controller' for that information. This means that we decide what information we collect and how we will use it. This also makes us responsible for making sure that it is protected.

The type of personal information we collect

Personal information is anything that could identify you from another person. Examples would be things like your name and contact details which are unique to you.

WWF-UK collects and uses the following types of personal information:

- Your full name
- Your address

- Your email address
- Your phone number
- Your date of birth
- Payment or debit card information
- Photos or videos that you feature in
- Your IP address
- Cookie identifiers

Occasionally we may also collect more sensitive personal information. This includes information which reveals your:

- Health conditions, disabilities or allergies
- Ethnicity or religion
- Sexuality
- Criminal offence history (if you join our Youth Ambassador programme)

For more information about when we might collect this type of information, please see the section below titled 'Why we collect your personal information'.

How we collect your personal information

In most cases WWF-UK gets your personal information directly from you. This happens when you contact us or interact with us online via our website, social media, or if you download the WWF My Footprint app. Where you have given your consent, we will also collect information from you when you browse our websites via small text files known as 'cookies'. For more information, please see our [Cookie Policy](#).

We will always tell you when we are collecting personal information from you and our reasons for doing so. When we ask for your information, we will only ever ask for details that we need to carry out your request. To keep you in control of your personal information, it is really important that you do not share extra information with us.

We may also be given your personal information if a friend or family member has made a donation to WWF-UK in your name, taken out a membership or adopted an animal for you as a gift. In these cases, we will need your name and address from them in order to send you your welcome pack and updates in the post.

Why we collect your personal information

In order for us to communicate with you or provide the products and services that you have requested, WWF-UK needs to collect and use some of your personal information.

We may collect your personal information if you:

- **donate to WWF-UK or buy something from our online shop**

As a charity we rely upon the generosity of our supporters to raise funds for our conservation work. If you donate or buy something from our online shop, we will need to collect your contact and payment information in order to complete your transaction and deliver your goods to you.

- **sign up to receive emails or text messages from WWF-UK**

Supporters aged 13 and older are able to sign up to receive emails and text messages from WWF-UK. By joining our mailing list, we will send you updates on our conservation work and let you know of ways in which you can help such as through small everyday actions, community fundraising or writing a letter to your local elected representative (for example Members of Parliament (MP), Members of Scottish Parliament (MSP) or Member of the Senedd (MS)).

We collect your date of birth to make sure we communicate with you in an age-appropriate way and only tell you about activities, events and products suitable for your age group.

You can withdraw your consent and unsubscribe from these messages at any time by either completing [this form](#), contacting our Supporter Care team on 01483 426 333, or by following the opt-out links on any marketing email or text sent to you. You also have the right to object to us using your personal information for marketing purposes. You can do this at any time by contacting us on the details above.

- **engage with our youth engagement programme**

The WWF-UK youth engagement programme supports and equips young people to help play a role in bringing our world back to life. We offer opportunities for young people to get involved and take action, from attending community events to accessing our dedicated youth engagement resources. We also have volunteer opportunities for young people, such as becoming a WWF Youth Ambassador.

Our inspirational youth ambassadors meet regularly with the WWF-UK Youth Engagement team to discuss ideas, co-create projects, attend events and create a brighter world for future generations. We are proud of the work that our Youth Ambassadors and volunteers do for our mission. Sometimes we want to promote their achievements to the wider public via social media. When we do this, it may involve using photos or videos that you can be identified in. On these occasions we will always make you aware at the time of taking the photos and give you the opportunity not to be included if you wish.

WWF-UK aims to be inclusive as our mission is for everyone. In order to make sure our work represents and benefits young people of all backgrounds we may need to collect sensitive information about your ethnicity, religion or sexuality.

- **take part in a community fundraising challenge or event**

If we are to succeed in bringing our world back to life, we know we cannot do it alone. That is why we put our supporters at the centre of everything we do and encourage them to take action with us. One way we do this is through organising community fundraising events such as nature walks, or by telling you about national challenge events like bike rides or half-marathons that you could support us by taking part in.

We will only ever tell you about challenges or events that are suitable for your age group.

Where WWF-UK is the main organiser of the event we may ask you to provide information about any relevant health conditions or allergies. We ask for this to help us safeguard your wellbeing and won't use the information for any other purpose.

Where WWF-UK is not the event organiser (such as Ride London), you may still be asked for similar information about your health from the organisers when you register for the event. Please note, in these instances WWF-UK will not have access to this information.

Our lawful basis for using your personal information

Data protection law requires us to only use your personal information where we have a lawful reason for doing so. Most commonly, WWF-UK will use your personal data in the following circumstances:

- Where we need to perform the **contract** we are about to enter into or have entered into with you, such as processing your donation and providing you with the service you have requested, (for example adoption updates or membership magazines, and to contact you about these in order to administer your request).
- Where we need to comply with a **legal or regulatory obligation**, (for example processing and retaining Gift Aid declarations, reporting to Companies House, and other regulatory bodies to satisfy our legal, regulatory and compliance obligations).
- We rely on your **consent** in order to send you marketing communications via email or text message. You have the right to withdraw your consent to marketing at any time by [contacting us](#) or clicking the unsubscribe link in the message we send you or you can tell us over the phone.
- Where it is necessary for our **legitimate interests** and your interests and fundamental rights do not override those interests. WWF-UK's legitimate interests include (but are not limited to) administering the charity and understanding our supporters.

In the vast majority of cases, we will only ever collect and use your sensitive information when we have your **explicit consent**. You can withdraw this consent at any time, and we will stop using that information where it identifies you. However, when we plan to engage with you on a longer-term basis, like if you become a Youth Ambassador, we may collect certain sensitive information from you during the recruitment and registration processes. In these cases, we do so as part of our legitimate activities as a **Not-for-Profit Body** and ensure that certain safeguards are in place to protect your personal information.

How we store your personal information

At WWF-UK we are committed to keeping your information safe and private. We do this by putting in place technical and organisational security measures. These include keeping our computer systems secure with encryption and password controls, having relevant policies and procedures and providing data protection training to all of our staff. We also put in place controls to limit access to your personal information to only those people who need to see it in order to do their job.

We will only keep your personal information for as long as is necessary for the reason we collected it for. These purposes may also include any legal or accounting requirements.

In order to decide how long we keep your information we look at the type of information and why we collected it. We look at whether that reason is ongoing and whether you are an active supporter or not. We consider you to be an active supporter if you have opened our emails or have interacted with us in some way in the last two years.

If at any time you cease to become an active supporter, then we will minimise the amount of information we keep on your record by deleting certain things such as contact details. However, we will keep some information indefinitely, such as your name, address and

donation history. For more information on how long we keep your information and why, please take a look at the 'Retention of Supporter Data' section in our full Privacy Policy.

International transfers

In most cases, we do not transfer your personal information outside of the UK or European Economic Area (EEA). However, sometimes we may use a service provider who is located in another country, such as the USA. To allow them to work on our behalf it may be necessary for them to store or use your information in that country.

Whenever we transfer your personal information out of the UK or EEA, we ensure a similar level of protection is given to it by putting appropriate safeguards and contracts in place with the service provider.

Your data protection rights

When it comes to your personal information, data protection law gives you a number of important rights.

- **Your right of access** - You have the right to ask us for copies of your personal information.
- **Your right to rectification** - You have the right to ask us to correct personal information you think is inaccurate.
- **Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.
- **Your right to restriction** - You have the right to ask us to restrict the use of your personal information in certain circumstances.
- **Your right to object** - You have the right to object to us using your personal information in certain circumstances.
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.
- **Your right to withdraw your consent** - Where we have asked you for consent to use your information, you may withdraw that consent at any time.

You can use your rights at any time, free of charge. We will do our best to respond to you as soon as possible, but definitely within one month. If you wish to make a request, please contact us using the following details:

- By post: WWF-UK, The Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey, GU21 4LL
- By phone: 01483 426 333
- By email: youth@wwf.org.uk

How to raise a concern or complaint

If you are concerned about how we are using your personal information, you can make a complaint to us, and we will do our best to resolve it for you. Simply go online at [wwf.org.uk/contact-us/complaints](https://www.wwf.org.uk/contact-us/complaints) or email our Youth Engagement Team: youth@wwf.org.uk.

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If you still feel that something is not right, then you can contact the Information Commissioner's Office (ICO) for help and advice. It is the ICO's role to uphold data protection law in the UK. You can call them on 0303 123 1113 or via their website ico.org.uk/make-a-complaint/.