



# Privacy Policy

This Privacy Policy applies to information we Berkshire Family History Society-collects about individuals who interact with our organisation. It explains what personal information we collect and how we use it.

If you have any comments or questions about this notice, feel free to contact us at [memsec@berksfhs.org.uk](mailto:memsec@berksfhs.org.uk)

## 1. Personal data that we process

The following table explains the types of data we collect and the legal basis, under current data protection legislation, on which this data is processed.

Purpose	Data (key elements)	Basis
Enquiring about our organisation and its work	Name, email, phone numbers, message	Legitimate interests - it is necessary for us to read and store your message so that we can respond in the way that you would expect.
Subscribing to email updates about our work	Name, email	Consent - you have given your active consent.
Making a donation	Name, email, address, payment information	Legitimate interests - this information is necessary for us to fulfill your intention of donating money and your expectation of receiving a confirmation message.
Signing up as a member	Name, address, phone, occupation, marketing consents, email	Contract - by paying your membership fees you have entered into a contractual relationship with us as set out in our membership terms and conditions. Consent - you have given your active consent
Attending an event	Name, address, phone, payment information, allergies, accessibility requirements	Contract - by paying your event ticket fees you have entered into a contractual relationship with us as set out in our terms and conditions.
Website functionality	Website activity collected through cookies	Legitimate interests - it is necessary for us to store a small amount of information, usually through cookies, to deliver



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		functionality that you would expect, such as remembering the contents of your order before you have fully completed the process.
Booking/Attending one of our physical locations	Name, email address, phone number	<p>Legitimate interest</p> <ul style="list-style-type: none"> <li>- it's necessary for us to store information about visitors for health &amp; safety and insurance reasons</li> </ul> <p>Legal obligation</p> <ul style="list-style-type: none"> <li>- it's necessary for us to keep record of visitors for Covid-19 security and of visitor numbers for Charity Commission reporting purposes</li> </ul>
Purchasing product(s) from our online and physical shops	Name, address, phone number, email, payment information	<p>Contract - by paying for products you have entered into a contractual relationship with us as set out in our terms and conditions</p> <p>Legal Obligation - we need to keep details of transactions for accounting and legal purposes</p>
Stripe Payment Processor	Name, card details, post code	Contract - it's necessary for us to pass your payment information to Stripe for the purpose of obtaining payment confirmation or refusal message.
YourTrees	Name, email, family tree which may include details of living people Properly flagged by you so we may suppress them from publication	<p>Legitimate interest - it's necessary for us to store a small amount of information to allow us to identify you as the owner of a tree submitted to YourTrees; and for other members to contact you as set out in the YourTrees Terms of Use</p> <p>Consent - you have given your active consent</p>
Cookies	For full details see: <a href="https://berksfhs.org/cookie-policy/">https://berksfhs.org/cookie-policy/</a>	



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Gift Aid donors, past and present	Name, address, amount	Legal obligation - to make returns to HMRC
Trustees, volunteers and other post holders	Name, address, email, phone, photo, skills	Legitimate interest - to administer the operations of the society and to document and record its history. Legal obligation - to maintain register of Trustees with Charity Commission
Speakers and Trainers	Name, address, email, phone, bio, photo	Legitimate interest - to publicise events Consent - you have given your active consent

## Pinterest API

This site uses the Pinterest API for the sole purpose of cross-posting articles and event announcements from [berksfhs.org](http://berksfhs.org) to our own Pinterest profile. This site and the Berkshire Family History Society are not endorsed by or affiliated with Pinterest. What Pinterest-derived data we store and why:

- We store the OAuth access token and refresh token issued by Pinterest in the WordPress database. These credentials authorise our site to publish content to our own Pinterest profile and serve no other purpose.
- We do not retrieve, store or use any other Pinterest-derived data (such as boards, pins, followers, analytics, or any data belonging to other Pinterest users).
- We do not resell or redistribute Pinterest content or Pinterest-derived data to any third party.
- When the Pinterest connection is disconnected from our admin (or when we are notified that access has been revoked from the Pinterest side), the OAuth tokens are deleted from our database immediately.

For questions about our use of the Pinterest API, please contact us at [webmaster@berksfhs.org.uk](mailto:webmaster@berksfhs.org.uk).

## 2. How we use your data

We will only use your data in a manner that is appropriate considering the basis on which that data was collected, as set out in the table at the top of this policy.

For example, we may use your personal information to:

- reply to enquiries you send to us;



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- handle donations or other transactions that you initiate;
- where you have specifically agreed to this, send you marketing communications by email relating to our work which we think may be of interest to you.

## 3. When we share your data

We will only pass your data to third parties in the following circumstances:

- you have provided your explicit consent for us to pass data to a named third party;
- we are using a third party purely for the purposes of processing data on our behalf and we have in place a data processing agreement with that third party that fulfils our legal obligations in relation to the use of third party data processors; or
- we are required by law to share your data.

In addition, we will only pass data to third parties outside of the EU where appropriate safeguards are in place as defined by Article 46 of the General Data Protection Regulation.

## 4. How long we keep your data

We take the principles of data minimisation and removal seriously and have internal policies in place to ensure that we only ever ask for the minimum amount of data for the associated purpose and delete that data promptly once it is no longer required.

Where data is collected on the basis of consent, we will seek renewal of consent on renewal of annual membership or, for ad-hoc requests such as contact forms, every time a form is submitted.

## 5. Rights you have over your data

You have a range of rights over your data, which include the following:

- Where data processing is based on consent, you may revoke this consent at any time and we will make it as easy as possible for you to do this (for example by putting 'unsubscribe' links at the bottom of all our marketing emails).
- You have the right to ask for rectification and/or deletion of your information.
- You have the right of access to your information.
- You have the right to lodge a complaint with the Information Commissioner if you feel your rights have been infringed.

A full summary of your legal rights over your data can be found on the Information Commissioner's website here: <https://ico.org.uk/>

If you would like to access the rights listed above, or any other legal rights you have over your data under current legislation, please get in touch with us.



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Please note that relying on some of these rights, such as the right to delete your data, will make it impossible for us to continue to deliver some services to you. However, where possible we will always try to allow the maximum access to your rights while continuing to deliver as many services to you as possible.

## 6. Cookies & usage tracking

A cookie is a small file of letters and numbers that is downloaded onto your computer when you visit a website. Cookies are used by many websites and can do a number of things, e.g. remembering your preferences, recording what you have put in your shopping basket, identifying that you are logged in, and counting the number of people looking at a website.

Where cookies are used to collect personal data, we list these purposes in section 1 above, along with other personal data that we collect. However, we also use some cookies that do not collect personal information but that do help us collect anonymous information about how people use our website. We use Google Analytics for this purpose. Google Analytics generates statistical and other information about website usage by means of cookies, which are stored on users' computers. This information is not personally identifiable. The data is collected anonymously, stored by Google and used by us to create reports about website usage. Google's privacy policy is available at <http://www.google.com/privacypolicy.html>.

## 7. Modifications

We may modify this Privacy Policy from time to time and will publish the most current version on our website. If a modification meaningfully reduces your rights, we'll notify people whose personal data we hold and is affected.

This privacy policy is based on the template provided here:  
<https://whitefuse.com/blog/privacy-policy-notice-template>

Updated: 27 May 2026

Approved by Trustees: 28 May 2026