

Privacy & Cookie Policy

This notice sets out the information collected about you through the use of the FreshWater Watch website.

Who we are

In order to complete your registration to join FreshWater Watch and respond to enquiries submitted by online forms and emails, we will collect some personal information about you.

Your personal information will be held securely by Earthwatch Institute (Europe) (registered charity number 1094467), Mayfield House, 256 Banbury Road, Summertown, OX47DE. data@earthwatch.org.uk

Why we collect personal data

Your username, data, geolocation and profile picture will appear on our data map when you submit water quality samples. We advise you to change your username to a username that you are happy to be seen publically and doesn't make you identifiable.

We will not, under any circumstances, share your data with anyone for marketing purposes and you will not receive offers from other companies or organisations as a result of giving your details to us.

We will only use the information that you supply to respond to your enquiries and create your FreshWater Watch profile.

We will only use your postal information to post kits.

We will use your email address to send you communications that you opt-in to and to contact you to respond to your enquiries (if you email with us with a question, for example).

As a charity Earthwatch relies on funding from generous donors and trusts. We may share aggregated (anonymous) data about our Earthwatch community to prove our impact and show why funders should choose us. For example, data about the age groups participating in our work can be vital to a funding application. This is not linked to any personal information that can identify any individual person.

We may also analyse aggregated (anonymous) data about our Earthwatch community to find out if our programmes are accessed by a range of ages, genders, abilities and ethnicities. This is not linked to any personal information that can identify any individual person.

Becoming a FreshWater Watcher

By creating a FreshWater Watch profile you are agreeing to abide by the community rules.

We need your geolocation information to make any freshwater data that you submit relevant to our research.

Your scientific data will be anonymised and shared on our Freshwater Links platform.

Joining a Water Blitz

If you register to join a Water Blitz we will securely share your postal information with trusted third parties in order to help us send Water Blitz kits. You will be able to find more information at the point you register. These parties will not be able to use your data for marketing purposes.

We will not share your data for marketing.

Legal basis for data processing

We may need to share limited information with our service providers who help us to prepare and send you our communications and FreshWater Watch kits. However, we will not allow these organisations to use your data for their own purposes and will take care to ensure that they keep your data secure.

We have a legal duty to ensure that we hold up-to-date information about our supporters (eg if you move house, we have a duty to remove your old address). From time to time we will ask a trusted third party to cleanse the data that we have for our supporters. This means that our trusted supplier will use records that are in the public domain such as the Postcode Address File to remove out-of-date information.

Purpose of data processing

During registration you may choose to opt-in to receiving communications from us about areas that you tell us you are interested in. You will be offered the option to opt-out in every communication that you receive.

As a charity Earthwatch relies on funding from generous donors and trusts. To prove our impact and show why funders should choose us, we may share aggregated (anonymous) data about our Earthwatch community. For example, data about the age groups participating in our work can be vital to a funding application. This is not linked to any personal information that can identify any individual person.

Facebook and other social media sites

We may also use your email address to match to your account on Facebook or other social media sites in order to show you Earthwatch content while using these services. **We only do this where you have opted in to receiving emails from FreshWater Watch or Earthwatch** and we keep your data secure by encrypting it. No data we hold about you is retained by the third party.

In addition, we may also use your email address to link to Facebook or other social media sites in order to identify other users of these sites whom we believe would be interested in Earthwatch, and we may then show them Earthwatch content. No data we hold about you is retained by the third party.

There are two ways to prevent this use of your data, you can either update your preferences by unsubscribing from Earthwatch e-newsletters, by writing to us at privacy@earthwatch.org.uk giving your full name and the email address that you registered with, or you can do this via the social media site: [Facebook](#) / [Twitter](#) / [LinkedIn](#).

Updating your preferences with Earthwatch will not guarantee that you never see Earthwatch content on social media, since the social media site may select you based on other criteria and without your data having been provided by Earthwatch.

How long we'll hold the data for, or how we'll work it out

We will hold your data only for as long as necessary for the related transaction. If you request to stop receiving communications, we will keep your information to enable us to comply with your request.

Newsletter subscribers

If you choose to receive our communications such as e-newsletters, by working with trusted email services we will remove subscribers who don't open our emails, click any links in the email or respond at all within a period of two years. You may opt-out of receiving future mailings at any point before two years elapses.

Citizen scientists

We believe in taking action underpinned by science to protect our natural world. For Earthwatchers who take part in our projects and submit data, we must retain some information associated with their scientific research in order to verify the accuracy of the data, scientific integrity and future investigations. In all cases where personal information or geographic location is not vital to the research we will remove the associated information, however we may still need to retain a unique identifier so that we can trace your data in future.

Cookies

Our websites (like most platforms) use cookies.

What is a cookie?

Cookies are files containing small amounts of information which are downloaded to your computer or mobile device when you visit a website or mobile application. Cookies are then sent back to the originating site on each subsequent visit, or to another site that recognises the cookies.

Cookies are widely used in order to make sites work, or to work more efficiently, as well as to provide information to the owners of the platform.

We use cookies to enhance the online experience of our visitors (for example, by remembering your language and/or product preferences) and to better understand how our site is used. Cookies may tell us, for example, whether you have visited our site before or whether you are a new visitor. They can also help to ensure that adverts you see online are more relevant to you and your interests.

Types of cookies

There are two broad categories of cookies:

First party cookies, served directly by us to your computer or mobile device. They are used only by us to recognise your computer or mobile device when it revisits our site.

Third party cookies, which are served by a service provider on our site, and can be used by the service provider to recognise your computer or mobile device when it visits other sites. Third party cookies are most commonly used for platform analytics or advertising purposes.

Cookies can remain on your computer or mobile device for different periods of time. Some cookies are 'session cookies', meaning that they exist only while your browser is open. These are deleted automatically once you close your browser. Other cookies are 'permanent cookies', meaning that they survive after your browser is closed. They can be used by the site to recognise your computer or mobile device when you open your browser and browse the Internet again.

What cookies do we use?

Our site uses the following types of cookies:

Cookies necessary for essential purposes

These cookies are essential to provide you with services available through our site and to use some of its features, such as access to secure areas. Without these cookies, services you have asked for, like transactional pages and secure login accounts, would not be possible.

Analytics cookies

These cookies are used to collect information about how visitors use our site.

The information gathered does not identify any individual visitor and is aggregated. It includes the number of visitors to our site, the sites that referred them to our site and the pages that they visited on our site.

We use this information to help operate our site more efficiently, to gather broad demographic information and to monitor the level of activity on our site.

Performance cookies

These cookies collect information about how visitors use the site, so that we can analyse traffic and understand how our visitors use our sites.

We use Google Analytics for this purpose. Google Analytics uses its own cookies. These cookies don't collect information that identify a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how the site works. You can find out more information about Google Analytics cookies [here](#).

You can avoid the use of Google Analytics relating to your use of our site by downloading and installing the browser plugin available via this link: <https://tools.google.com/dlpage/gaoptout>

Functionality cookies

These cookies allow our site to remember choices you make (such as your user name, or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customize. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

Social media cookies

These cookies are used when you share information using a social media sharing button or "like" button on our sites or you link your account or engage with our content on or through a social networking site such as Facebook, Twitter or Google+. The social network will record that you have done this. This information may be linked to targeting/ advertising activities.

How to control or delete cookies

You have the right to choose whether or not to accept cookies and we have explained how you can exercise this right below. However, please note that if you choose to refuse cookies you may not be able to use the full functionality of our site.

You can set your cookie preferences by changing your browser settings so that cookies from this site cannot be placed on your computer or mobile device. In order to do this, follow the instructions provided by your browser (usually located within the “Help”, “Tools” or “Edit” facility).

Further information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit www.allaboutcookies.org and www.youronlinechoices.eu.

IP addresses

We may collect information about your computer or mobile device, including (where available) your IP address, operating system, log in times and browser type. We use this information to better understand how visitors use our site and for internal reporting purposes. We may anonymise and share this information with advertisers, sponsors or other businesses.

How to make a subject access request

What information do we have?

If you would like to request all the information about you that we hold, [contact us here](#). Please let us know your full name and projects that you have been involved in with us.

We will process your request within 40 calendar days. In the case that we need further information from you to be sure of your identity (for example if you have the same name as someone else that we hold information about) we will take up to 40 days from the day that the identity is verified. In the case that the data is exempt we may not be able to process your request (for example, references for jobs, management info, legal advice, social work, health and education records).

Compliments and comments

If you would like further information or have any questions about this Privacy Policy you may [contact us here](#) or use our details provided below.

If you have a concern about Earthwatch’s data protection practises you can report it to the Information Commissioner’s Office by calling their helpline on 0303 123 1113 or report your concerns online [here](#).

Update your information or unsubscribe from communications

We believe that we can only save our natural world by working together. We understand that it is important to our supporters that we stay in touch with them. If your information changes, or you no longer desire our service, you may contact us using our details provided below. Or you can simply unsubscribe in our email communications.

Contact us

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this website, [please contact us](#).

Notification of changes

We will only use your information in accordance with the privacy policy under which the information was collected.

If we change our Privacy Policy, this page will be updated so our users may remain aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify you by way of an email. Users will have a choice as to whether or not we use their information in this different manner.