



Privacy Notice for Website

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## 1. Introduction

This privacy notice explains how Conserve Global ("Conserve", "we", "our", or "us") collects and processes any personal information about you when you visit our website. We take your privacy seriously and are committed to protecting your personal information. We aim to be clear and open about our data and security practices.

Where we ask you to provide us with any information by which you can be identified, you can be assured that it will only be used in accordance with this privacy statement, and in line with UK data protection law which includes but may not be limited to the Data Protection Act 2018, the UK General Data Protection Regulations (UK GDPR) and the Privacy and Electronic Communications Regulation (PECR).

This notice provides information concerning the processing activities for Conserve, a charity registered in England and Wales with **Charity Registration Number 1195017** and a company limited by guarantee registered in England and Wales in 2020 with **Company Number 12705139**. Conserve is registered as a Data Controller with the Information Commissioner's Office (ICO), under reference number ZB391184.

Any reference to "we", "us", "our", the Charity and "Conserve" is to Conserve Global, its subsidiary, Conserve Management Limited, and any future subsidiaries and affiliates – collectively "Conserve". We are known as the "data controller".

This privacy notice will tell you the following:

- **Our contact details**
- **What information we collect, use, and why**
- **Lawful bases and data protection rights**
- **Where we get personal information from**
- **How long we keep information**
- **Who we share information with**
- **Sharing information outside the UK**
- **How to complain**

## 2. Our Contact Details

Conserve has appointed its Director of Operations as the Data Protection Lead to oversee compliance with this privacy notice and inform and advise us on our data protection obligations.

If you have any questions regarding our privacy notice or wish to make a complaint related to your privacy, you can email us or at [privacy@conserveglobal.org](mailto:privacy@conserveglobal.org) or contact our Data Protection Lead by letter at:

### **The Data Protection Lead**

Conserve Global  
101 New Cavendish Street

London  
W1W 6XH  
United Kingdom

### 3. What information we collect, use and why

When you contact us online, visit our website, we may collect, store and use your personal data. This might include:

- your name
- your email address
- your address
- your phone number
- your postcode
- the country you live in
- your IP address
- details of which web browser version you are using
- website and app user journey information
- information about how you use our emails
- records of email correspondence between you and Conserve
- information on how you use the site
- your preferences as to how we should contact you in the future
- records of consent, where appropriate
- when you contact us with a query, complaint or a claim.

Effective communication and fundraising activities are essential to building a future where wilderness and its constituent biodiversity in Africa are effectively secured and recognised as a valuable public good. Conserve, therefore, needs to understand how people use the information we provide and what interests you so we can improve our messaging and optimise ways to direct more funds into conservation.

### 4. Lawful bases and data protection rights

When we collect or use your personal information through our website or social media, you have the following rights under UK data protection law:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information, such as details about where we get personal information from and who we share personal information with. There are some exemptions, which means you may not receive all the information you ask for. You can read more about this right [here](#).
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. You can read more about this right [here](#).
- **Your right to erasure** - You have the right to ask us to delete your personal information. You can read more about this right [here](#).

- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. You can read more about this right [here](#).
- **Your right to object to processing** - You have the right to object to the processing of your personal data. You can read more about this right [here](#).
- **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. You can read more about this right [here](#).
- **Your right to withdraw consent** – When we use consent as our lawful basis, you have the right to withdraw your consent at any time. You can read more about this right [here](#).

If you make a request, we must respond to you without undue delay and, in any event, within one month. To make a data protection rights request, please contact us using the contact details in section 2 of this privacy notice.

### Our lawful bases for the collection and use of your data

1. Under UK data protection law, we must have a **“lawful basis”** for collecting and using your personal information when you interact with us through our **website** or **social media pages**. These bases are defined under the UK GDPR. We use the following lawful bases when processing personal data for **service updates or marketing purposes** are:

- **Consent** - We rely on your consent when you voluntarily provide personal data—such as signing up to our mailing list, submitting contact forms, or interacting with us on social media. Consent is only valid when you have been provided with clear information and have made an active choice. You may withdraw your consent at any time.
- **Legitimate Interests** - We may process personal data where it is necessary for our legitimate interests and does not override your rights and freedoms. These interests include:
  - Administering and improving our digital services, including website functionality and user experience
  - Understanding and growing our supporter base
  - Promoting our work and fundraising effectively
  - Monitoring engagement and reach via social media analytics
  - Customising content and communications to reflect user preferences and behaviour.

2. We use the following lawful bases for collecting or using personal information for **dealing with queries, complaints or claims**:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Legal obligation** - we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

## 5. Where we get personal information from

### Direct Interaction

We get information from these sources:

- Directly from you via our website or when you contact us over the phone or via email.

### Automated technologies or interactions

- If you browse our website, we collect this information so we can see which stories are popular and which aren't. This enables us to do better next time so that more people will be inspired by the work we are trying to achieve.
- Conserve uses cookies to see what people do online. If you don't want cookies, you can set your browser to notify you when you receive one, then choose to decline it. Please read our Cookies Policy for more information - <https://conserveglobal.earth/cookie-policy-uk/>. Please note that if you disable or refuse cookies, then some parts of our websites may become inaccessible or not function properly.

### Third parties or publicly available sources

#### *Social Media*

- We may obtain your personal information through your use of social media platforms such as, but not limited to, Facebook, Instagram, Twitter, or LinkedIn, depending on your settings or the privacy policies of these social media services. To change your settings on these services, please refer to their privacy policies, which will tell you how to do so.

## 6. How long we keep information

We only keep your information if it is reasonable and necessary for the relevant activity and in line with our Data Retention Policy. The table below sets out the key categories of personal data we collect via our website and the relevant retention periods:

Type of Data	Purpose	Retention Period	Retained Permanently	Reason for retention/Legislation
Contact form submissions (e.g., name, email, message content)	To respond to your enquiries, correspondence or complaints	12 months from the date of last contact	No	Business need to manage correspondence; UK GDPR Art. 5(1)(e)
Email correspondence to and from Conserve	To build relationships and respond to enquiries, correspondence, or complaints	6 years from the date of correspondence or contact	No	Business need to manage correspondence; UK GDPR Art. 5(1)(e)
Newsletter subscription data (email address)	To send you marketing communications	Until you unsubscribe or after 24 months of inactivity	No	Consent; PECR and UK GDPR Art. 6(1)(a)
Analytics data (e.g., IP address, browser type, site usage)	To analyse website traffic and improve performance	26 months for raw data; aggregated data may be retained indefinitely	No	Legitimate interest; UK GDPR Art. 6(1)(f)
Cookies and tracking data	To support site functionality and marketing activities	Session cookies: until browser is closed; Persistent cookies: up to 12 months, depending on the cookie	No	Consent; PECR and UK GDPR
Transaction or donation data (e.g., name, address, payment details)	To process transactions and comply with legal obligations	6 years from the end of the relevant financial year (in line with HMRC requirements)	No	HMRC requirements; Companies Act 2006
Data protection and consent records (e.g., data subject requests, consents)	To demonstrate our compliance with data protection laws	6 years from the date of the request or consent	No	UK GDPR compliance; ICO guidance
Complaint records (e.g., nature of complaint, outcome, correspondence)	To manage and resolve complaints and comply with legal obligations	6 years from the date of complaint resolution	No	Best practice in case of dispute; Fundraising Regulator Code of Practice

At the end of each retention period, we securely delete or anonymise the data, unless we are legally required to retain it for longer.

## 7. Who we share information with

We are committed to protecting your data, and therefore it will never be sold to external organisations and will only be disclosed to those acting as agents and data processors carrying out work on our behalf.

Where we enter a relationship with a third party, any such arrangements will be subject to a formal agreement between Conserve and that organisation to protect the security of your data. These Parties may include:

Purpose/Activity	Category of Recipient	Name of Data Processor	Purpose of Processing
Donation Processing (UK & Global)	Payment service providers	Stripe	To securely process online and offline donations
Donation Processing (US Donors)	Fiscal sponsor/gift processor	Chapel & York	To process tax-deductible donations from US donors and issue receipts
Gift Aid and donation administration	Government bodies	HMRC, IRS, independent auditors, relevant authorities	To comply with UK, US tax laws and other tax laws.
Donor Communications	Email and mailing platforms	Microsoft Azure (Microsoft Corporation) and Bloomerang	To send updates, newsletters, and donor communications. We use Bloomerang platform and Outlook as part of Microsoft 365 cloud services to send email updates about Conserve to you. This involves us sharing your email address with the Bloomerang platform provider and Microsoft Azure (Microsoft Corporation) as a data processor.
CRM and Donor Records Management	CRM system providers	Bloomerang	To store and manage donor information and giving history.
Infrastructure and Hosting	Cloud and IT service providers	Microsoft Azure (Microsoft Corporation) and Network Configurations	To host secure systems, including email services used to respond to queries and complaints when you contact us, and to store related messages through Microsoft Outlook as part of Microsoft 365 cloud services.

Purpose/Activity	Category of Recipient	Name of Data Processor	Purpose of Processing
Website Functionality and Maintenance	Web hosting and development providers	WordPress	To support the functionality, security, and maintenance of our website.
Website Analytics	Marketing and analytics providers	Google Analytics	To understand how you use our website so we can improve its design and functionality. We also need the data to get the most out of our marketing campaigns. With your consent, Google Analytics will process and collect your personal data (cookies and IP address) to give us valuable information. Google Analytics will transfer your data to the US and store it for 6 months. To learn more about Google's data transfer policies, click <a href="#">here</a> .
Website Security	Security and fraud prevention tools	Google reCAPTCHA	To protect our website from misuse and ensure the security of our website and protect against spam and abuse. This service is provided by Google LLC ("Google") and operates under Google's Privacy Policy and Terms of Service. reCAPTCHA works by collecting hardware software information, such as device and application data, and sending this data to Google for analysis. This includes the capture of user activity on our website (e.g., mouse movements, clicks, and keystrokes). The data collected are used solely for security purposes and to prevent fraudulent activities. By using our website, you agree to the use of Google reCAPTCHA and acknowledge that its operation is governed by Google's privacy and terms policies. For further details on how Google handles your data, please visit <a href="#">Google's Privacy Policy</a> .

Others we share personal information with:



- Professional or legal advisors
- Financial or fraud investigation authorities
- Relevant regulatory authorities
- External auditors or inspectors
- Organisations we’re legally obliged to share personal information with.

All third-party providers process data on our behalf under appropriate data processing agreements. They are only permitted to use your personal data for the specific purposes outlined and in accordance with applicable data protection legislation, including the UK GDPR and Data Protection Act 2018. We do not sell your data to any third parties.

## 8. Sharing information outside the UK

Where necessary, we may transfer personal information outside of the UK. When doing so, we comply with the UK GDPR, making sure appropriate safeguards are in place.

### Our Conserve subsidiaries and affiliates

As Conserve has subsidiaries and affiliates that work together, there are also some instances in which we may share your data within our wider network. These instances are limited and are mainly where one of our Conserve entities wants to refer a contact to another entity that would be better placed to contact the individual or manage the relationship, for example, where they live or work in that country. If this referral involves transferring your data overseas, we will seek your explicit consent before doing so.

Below is the list of Conserve entities and affiliates where we may transfer data to, in and outside the UK.

Organisation	Category of recipient	Location of recipient	How the transfer complies with UK data protection law
CC Nature Ltd	Joint venture	UK	Intra-group data transfer agreement
Conserve Consulting Ltd	Subsidiary	UK	Intra-group data transfer agreement
Conserve Global Cameroon	Branch	Cameroon	Intra-group data transfer agreement
Conserve Global SA NPC	Subsidiary	South Africa	Intra-group data transfer agreement
Conserve Management Ltd	Subsidiary	UK	Intra-group data transfer agreement
Kalahari Conservation Company Ltd	Subsidiary	Botswana	Intra-group data transfer agreement
Kunene Conservation	Subsidiary	Namibia	Intra-group data transfer agreement
Lunga Conservation Company Ltd	Subsidiary	Zambia	Intra-group data transfer agreement
Maputo Conservation Company Ltd	Subsidiary	Mozambique	Intra-group data transfer agreement
Piti Conservation Company Ltd	Subsidiary	Tanzania	Intra-group data transfer agreement
Rift Valley Conservation Ltd	Subsidiary	Kenya	Intra-group data transfer agreement

Organisation	Category of recipient	Location of recipient	How the transfer complies with UK data protection law
Tondwa Conservation Ltd	Subsidiary	Zambia	Intra-group data transfer agreement

Conserve has an intra-group data transfer agreement in place that governs the transfer of personal data across its subsidiaries and affiliates, including any cross-border transfers outside the UK or the European Economic Area (EEA).

### Third Party Transfers

Where we engage third parties who transfer your personal data outside of the UK or EEA, we take steps to ensure your data is afforded an adequate level of protection. This may include entering into appropriate data transfer agreements or working only with third parties who are certified under recognised data protection frameworks.

You have the right to request a copy of any data transfer agreement under which your personal data is transferred, or to access details of the safeguards in place by contacting us. Please note that any agreement shared may be redacted to protect commercially sensitive information.

## 9. How to Complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details under section 2 of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the Information Commissioner, who is an independent regulator:

### Information Commissioner's Office

Casework and Advice Division

Wycliffe House

Water Lane

Wilmslow

Cheshire SK9 5AF

Helpline number: (+44) 0303 123 1113

ICO website: <https://www.ico.org.uk>

## 10. Other Privacy Notices

Conserve is committed to transparency and safeguarding personal data. We maintain dedicated privacy notices depending on your relationship with us. This website privacy notice should be read alongside any supplemental privacy notices you may receive from Conserve. If you have any questions or concerns about how your data is used, please contact [privacy@conserveglobal.org](mailto:privacy@conserveglobal.org).

## 11. Changes to This Privacy Notice

This privacy notice was last updated on **2<sup>nd</sup> May 2025**.

We may update this notice from time to time to reflect changes in our activities or legal obligations. When we do, we will update the “last updated” date at the bottom of this page. We encourage you to review this notice periodically to stay informed about how we process your personal data.