

URBED Website and Email Privacy Notice

Reviewed May 2018

This privacy notice is for the website; *www.urbed.coop* and also applies to other sites under our control. This notice is served by URBED (Urbanism Environment and Design Ltd) 5th Floor, 10 Little Lever Street, Manchester M1 1HR and governs the privacy of those who use the above website and the following other sites under our control:

www.4x4manchester.com
www.icknieldportloop.wordpress.com
www.newboltonwoods.wordpress.com
www.pitcairnandhobart.wordpress.com
www.garstonmasterplan.wordpress.com
www.trentbasin.wordpress.com
www.sharpnessdock.wordpress.com
www.shapingsunderland.com
www.selbypapermill.wordpress.com
www.theloveblognewcastle.wordpress.com

URBED (Urbanism Environment and Design Ltd) acts as the data controller for *www.urbed.coop* and all the above sites. Our handling of data across all the sites is consistent with the content of this notice.

The purpose of this notice is to explain to you how we control, process, handle and protect your personal information while browsing or using these websites, including your rights under current laws and regulations. If you do not agree to the following policy you may wish to cease viewing / using these sites.

1. What data we need

- Questions, queries or feedback you leave if you contact us via the email addresses provided on the sites.
- Your email address and subscription preferences when you sign up to a mailing list.
- How you use our emails – for example whether you open them and which links you click on.
- Information on how the site is used - for example how many people visit the site, how long they spend there and which pages they visit.
- We do not collect your IP address and we do not use cookies or page tagging techniques.



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f. +44 (0)161 237 3994

e. info@urbed.coop
w. www.urbed.coop

urbed (urbanism, environment and design) Ltd, is a co-operative company registered in England and Wales No. 5741006

2. How it is collected

- We use Google Analytics software to collect information about how you use:
www.urbed.coop

Google Analytics stores information about the pages you visit on the site, how long you spend on each page, how you got to the site, what you click on when you visit the site.

- We use the built in “Traffic” and “Insights” Wordpress features to collect information about how you use:

www.icknieldportloop.wordpress.com

www.newboltonwoods.wordpress.com

www.pitcairnandhobart.wordpress.com

www.garstonmasterplan.wordpress.com

www.trentbasin.wordpress.com

www.sharpnessdock.wordpress.com

www.shapingsunderland.com

www.selbypapermill.wordpress.com

www.theloveblognewcastle.wordpress.com

Wordpress stores information about the pages you visit on the site, how long you spend on each page, how you got to the site, what you click on when you visit the site.

- We do not collect any information about how you use:

www.4x4manchester.com

- If you sign up to one of the mailing lists associated with the sites within our control Mailchimp will store your email address.
- We also use Mailchimp’s analytics features to collect information about how you use the emails we send you.

Mailchimp stores information about whether you open the emails we send to you and which links you click on.

3. Why we need it

- We use the software and features detailed above to collect information about how you use our sites and engage with our email communication.
- We do this to make sure the sites and our emails are performing their intended function well; to communicate what we do, provide project updates and share news and events.
- The information we collect helps us to make improvements to our websites and to our email communication.

4. What we do with your data

- If you have signed up to a mailing list for a particular project, the data we collect via Mailchimp may be shared with our clients or other relevant organisations to keep you up to date about how the project is progressing and notify you about events.

For example, as part of a community consultation we might share your information with the developer or local council organising the consultation event.

Your details will not be shared more widely – e.g. with clients or organisations associated with other projects we are working on.

- If you sign up to the URBED mailing list the data we collect will only be used by URBED and will not be shared with other organisations.
- We will not sell or rent any of your data to third parties.
- We will not share any of your data with third parties for marketing purposes.
- We will share your data if we are required to do so by law – for example, by court order, or to prevent fraud or other crime.

5. How long we keep your data

- We will only retain your personal data for as long as it is needed for the purposes set out in this document or for as long as the law requires us to.
- Information about how you use *www.urbed.coop* will be retained for 26 months
- Information about how you use the following websites is stored by Wordpress for the time period that the site is live. There is currently no option to change this but if such functionality becomes available we will look to retain the information for 26 months or less.

www.icknieldportloop.wordpress.com

www.newboltonwoods.wordpress.com

www.pitcairnandhobart.wordpress.com

www.garstonmasterplan.wordpress.com

www.trentbasin.wordpress.com

www.sharpnessdock.wordpress.com

www.shapingsunderland.com

www.selbypapermill.wordpress.com

www.theloveblognewcastle.wordpress.com

- If you sign up to a mailing list for a particular site your email address and information about how you engage with our email communication will be stored for the duration of the project and for a period of no more than 1 year following the project completion.

It is worth noting that, due to the nature of our work, project timescales can be very long – some will go on for a period of years. You can unsubscribe from emails relating to a project at any time. In addition, we will ask you to confirm that you still want to receive emails relating to the project every 2 years and remove you from the list if you do not give consent.

- If you sign up to the mailing list for 4x4 Manchester your email address and information about how you engage with our email communication will be stored for as long as we continue to run the events (currently the events take place every year).

You can unsubscribe from these emails at any time. In addition, we will ask you to confirm that you still want to receive emails relating to the project every 2 years and remove you from the list if you do not give consent.

If we stop running the events your data will be stored for a period of no more than 1 year and will then be deleted.

- If you sign up to the URBED mailing list your email address and information about how you engage with our email communication will be stored for as long as the business is active.

You can unsubscribe from these emails at any time. In addition, we will ask you to confirm that you still want to receive emails relating to the project every 2 years and remove you from the list if you do not give consent.

If we stop operating as a business your data will be stored for a period of no more than 1 year and will then be deleted.

6. Where your data is processed and stored

- We endeavor to ensure that your data is as safe as possible at any stage, both while it is processed and when it is stored. However, we acknowledge that we are reliant on external data processing organisations.
- We have chosen well-known organisations and data processors e.g. Wordpress, Google Analytics and MailChimp who demonstrate an awareness of data protection issues and are putting measures in place to stay up to date with legislation.

7. Your rights

- You have the right to request:
 - a. information about how your personal data is processed
 - b. a copy of that personal data
 - c. that anything inaccurate in your personal data is corrected immediately
- You can also:
 - a. raise an objection about how your personal data is processed
 - b. request that your personal data is erased if there is no longer a justification for it
 - c. ask that the processing of your personal data is restricted in certain circumstances
 - d. If you have any of these requests, get in contact with our Data Protection Lead.

6. Contact us make a complaint

- Contact the Data Protection Lead if you have any questions about anything in this document or think that your personal data has been misused or mishandled:

Marianne Heaslip] Data Protection Offer at Marianne@urbed.coop
Associate Principal and Director
or you can write to these individuals using the address of

URBED Ltd
10 Little Lever Street
Manchester
M1 1HR

Signed by Director: Victoria Payne



Director
Dated: 24/05/2018