

Action in rural Sussex: Privacy Policy

1. About this policy

Action in rural Sussex (also registered as Sussex Rural Community Council) takes the privacy of your personal data seriously. This policy explains what information we collect, how we use it, and what rights you have.

It applies to anyone who uses our services, contacts us, visits our website, or interacts with us on social media. It also covers job applicants, and current and former employees, trustees and members.

If anything here is unclear, or you have questions, see 'How to contact us' below.

2. Who we are

Action in rural Sussex is an independent charity supporting people in rural Sussex, especially those facing isolation or disadvantage. Established in 1931, we work to:

- reduce the impact of disadvantage and poverty in rural areas;
- help rural communities manage change; and
- inform and amplify the voice of rural communities in public policy.

3. What information we collect

Depending on how you interact with us, we may collect:

- Contact details – your name, address, email, phone number, and your role or organisation, if relevant.
- Service users and participants – details you give us when contacting us about our services, programmes or events.
- Employees and trustees – employment, financial and qualification information, and right-to-work documents.
- Subscribers and members – contact details and payment status.
- Website and social media users – device and browsing information (via cookies), and your social media username if you interact with us that way.

This isn't necessarily a complete list — occasionally we collect other information as the need arises.

4. How and why we use your information

We collect and use personal data for a few reasons set out in data protection law:

- Consent – for example, when you sign up to our newsletter.
- Contract – to provide a service you've asked for.
- Legal obligation – for example, sharing information with law enforcement where the law requires it.

- Legitimate interest – for example, using your contact details to send you information about a service you've used.

We use your information to:

- respond to your enquiries and provide advice and support;
- take or make payments;
- keep you informed about our services;
- protect against fraud and other illegal activity;
- develop and improve our services; and
- send you surveys or feedback requests.

5. Cookies

Our website uses cookies to understand how visitors use it, reviewed anonymously through Google Analytics. You can set your browser to refuse cookies, though this may affect how the site works. More information is available at www.aboutcookies.org.

6. How we protect your data

We use appropriate technical and organisational measures — including password protection, encryption and access controls — to keep your data secure, and only give staff access where they need it to do their job. We can't guarantee the security of information sent to us over the internet.

7. How long we keep your data

We keep personal data only as long as necessary for the purpose it was collected, or to meet legal or contractual requirements — for example, financial records, employee files and minutes of meetings.

8. Who we share your data with

We may share data with trusted third parties who support our systems and operations, such as IT providers or delivery companies, and, where necessary, with:

- healthcare, social and welfare organisations;
- employers, recruiters and educators;
- financial organisations and professional advisers;
- local and central government; and
- other voluntary and charitable organisations.

We may also share data with law enforcement where required, or to prevent fraud.

Some of the services we use — such as Survey Monkey, Eventbrite and Mailchimp — are based outside the UK and EEA, including in the USA and Australia. Where this happens, we take steps to ensure your data continues to be protected.

9. Your rights

You have the right to:

- access the personal data we hold about you;
- ask us to correct or update it;
- withdraw consent, where consent is the basis for processing; and
- object to processing based on legitimate interest.

You can also stop marketing emails at any time by clicking 'unsubscribe', or by contacting us (see below). Please allow a short period for this to take effect across our systems.

10. How to contact us

For any questions about this policy, or to exercise your rights, contact our Data Protection Officer:

Email: info@ruralsussex.org.uk (please mark 'FAO Data Protection Officer')

Post: FAO Data Protection Officer, Action in rural Sussex, 47 Western Road, Lewes, BN7 1RL

If you're unhappy with how we've handled your data, you can also contact the Information Commissioner's Office: ico.org.uk/concerns or 0303 123 1113.

This policy is reviewed every three years. Last updated: August 2026.