

Privacy Policy

Maryculter Heritage-Hound Research (hereinafter referred to as The Hound) exists to preserve, and make accessible, the heritage of Maryculter, Peterculter and the surrounding areas for the benefit of the people of the North East of Scotland and beyond.

We are committed to delivering high quality research and learning opportunities for a broad range of people. Through the provision of accessible interpretation material, guided tours, workshops, special events and outreach, the Hound aims to inform, educate and inspire both young and old about the history of the Area.

In order to do this effectively the Hound collects, stores and uses some Personal Data. If you have any questions related to The Hound, this privacy policy or how the Hound processes data, you can contact us using the email address heritage-hound@culter.net.

Any personal data processed by the Hound is treated in line with the General Data Protection Regulation (GDPR) (EU) 2016 and all applicable UK laws. The Hound is both a "Data Controller" and "Data Processor" with respect to the GDPR.

The legal basis for processing personal data is consent. The Hound only collects personal data that is provided by individuals and processes your personal data where you have given us consent to do so for specific purposes. Any new uses of personal data will be communicated prior to starting that processing.

We review this policy at least every year to ensure it remains up-to-date and is compliant with the law.

Why do we collect your data?

The Hound collects your data in order to deliver its legitimate working practices, to respond to requests, to provide information about our activities and to undertake family research requirements

How do we collect your data?

We only collect data that you provide directly to us. This could be via our website, email, social media pages, in paper form or over the telephone.

What data do we collect?

We will collect data such as name, address, email address, telephone number, individual donations and social media profile name.

To support the archival and collections work, we may also collect photographic images and information on local individuals.

We use that information for a number of reasons; to give you information that you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are correct and to check every now and then that you're happy and satisfied. We do not rent or trade email lists with other organisations and businesses.

When someone visits www.culter.net, www.peterculter.com, culter.com and heritage-hound.com we use a third party cookie service to confirm your consent. Google Analytics also may be used to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only

processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

How do we process your data?

The legal grounds on which we rely are:

to fulfil our contractual obligations (for example in order to provide the products or services requested and to contact you if a problem arises with them);
to pursue our legitimate interests (for example to facilitate your use of our website, including obtaining products or services via our websites, or for marketing);

- your consent;
- to fulfil a legal duty.
- Legitimate interests
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When we rely on our legitimate interests, these are as follows:

- keeping our records up to date;
- for archiving purposes in the public interest and for historical research;
- charging for outside services or subscriptions;
- developing products and services;
- marketing our products and services;
- administering our websites and keeping them safe and secure;
- ensuring that content is presented in the most effective manner for you and your devices;
- facilitating your use of our websites, including obtaining products or services via our websites;
- measuring the use of our websites and improving their content and accessibility;
- measuring and understanding the effectiveness of advertising, and delivering relevant advertising to you;
- Complying with legal and / or regulatory requirements;
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If you contact us in some other way then we will only use your contact details to deal with your immediate enquiry. The Hound does not perform any automated decision making or profiling of your data.

Marketing and Advertising

We may use the information you provide to send you communications about The Hound's research and services. This might be by telephone or postal marketing in furtherance of our legitimate interests, or for marketing by email or SMS, with your consent.

You can change your marketing preferences at any time by clicking on the unsubscribe link in the footer of our emails, or by writing to us, emailing us or phoning us. All details can be found at the end of this Privacy policy below. You can also unsubscribe from receiving any further marketing communications.

How do we store your data?

Electronic contact details are stored on a secure server which is password protected and is accessible only by those who have legitimate reasons to access it.

Paper returns (for example individual research) are kept in a secure location.

How long do we keep your data for?

Whenever we collect or process your personal data, we will only keep information about you for as long as we need to fulfil the purposes for which we are processing your information. At the end of that period, your data will be deleted. Examples of our retention periods are:

- Where we keep the details for archiving purposes, we would normally keep your information for as long as is required to maintain a historic record.
- Where we need to keep your information for dealing with legal requirements, we would normally keep it for seven years from the end of that matter.
- Where you have sent us correspondence, we would normally keep that for one year after the issue has been dealt with.
- Paper returns associated with a specific event will be securely destroyed after the event.

You can also contact us earlier than the timescales above to remove your consent using the contact details outlined at the end of this policy.

Data Sharing

Maryculter Heritage-Hound Research does not share your data with any other third parties unless required to do so by law.

If you follow the Heritage-Hound Research Facebook group anyone on Facebook can see your membership of the group.

Individual Rights

Individuals have the following rights, for which a request can be made verbally or in writing, with the response provided within one month of the request:

Right of access to their own data (subject access request), right to rectification (to correct or complete any inaccurate or incomplete data), right to erasure (right to be forgotten), right to restrict processing (prevents processing but data is still stored), right to data portability (to transfer your data).

For more information, see the GDPR Articles 12 – 23 at the EU website.

You can remove your consent for any processing by contacting us at heritage-hound@culter.net , via telephone (01224) 732364 or by writing to us at Maryculter Heritage- Hound Research, Dalkerra, Maryculter, Aberdeen AB12 5GJ