

PRIVACY POLICY AND USE OF YOUR PERSONAL INFORMATION

The National Trust for Scotland's Privacy Policy sets out the ways The National Trust for Scotland processes personal data. This Privacy Policy relates to personal data collected via websites.

This Privacy Policy does not apply to personal data provided to The National Trust for Scotland by any other means.

1. Information gathered from your use of the site

We recognise the importance of protecting the privacy of the users of our websites. Any personal data collected will be treated as confidential in line with the principles of the Data Protection Act 1998.

2. What information do we collect?

We collect two kinds of information from visitors: your personal details through registration and site usage information, using "cookies" and page tagging techniques. Cookies enable our system to recognise your computer and allow us to see how you use the Site.

3. Registration

When you register on this website, we will ask you to input and will collect personal information from you such as your name, e-mail address, billing address, delivery address, membership forms, fundraising responses, telephone number, product selections, credit card or other payment information and a password. We may also collect information about where you are on the internet (e.g. the URL you came from, IP address, domain types such as ".co.uk" and ".com"), your browser type, the country you accessed the site from, the pages of our Website that were viewed during your visit and any search terms that you entered on our Website ("User Information"). We may collect this information even if you do not register with us.

4. Sending us an email

You also may decide to send us personally identifying information, for example, in an electronic mail message containing a question or comment. We use personally identifying information from email primarily to respond to your requests. We may forward your email to other employees who are better able to answer your questions. We may also use your email to contact you in the future about our organisation or to contact you when necessary. Emails and telephone calls will be used for the purposes outlined at the time of collection or registration in accordance with the preferences you express.

5. Collection and use of personal information

National Trust for Scotland is the sole owner of the information collected on this website. National Trust for Scotland processes personal data for the purposes of providing the service that you have signed up for. We confirm that any personal information which you provide to us and any user information, from which we can identify you, is held in accordance with the registration we have with the Information Commissioner's Office.

We will use your information only for the following purposes:

- Processing your orders and services requested;
- Statistical purposes to improve this website and its services to you;
- Servicing website content
- Administering this website.
- Administration of membership(s).
- Administration of donations and legacies.
- In-house research and statistical analysis.
- Communication about its conservation, membership, fundraising and other activities.

Processing personal data for the above purposes may entail sharing the information with employees, contractors, agents and professional advisors of The National Trust for Scotland and other carefully selected organisations.

6. How we manage data

- The National Trust for Scotland has a [Data Protection Policy](#)
- The National Trust for Scotland has a **Records Management and Retention Policy**
- The National Trust for Scotland is currently reviewing the **Information Security Policy**

We will only retain data for as long as the purpose for which it was collected is relevant.

7. Security

The National Trust for Scotland will treat all your Personal Information as confidential (although we reserve the right to disclose this information in the circumstances set out above). We will keep electronic information on a secure server, and accessed only by those authorised to do so. We fully comply with all applicable UK Data Protection and consumer legislation from time to time in place.

8. Use of data for direct marketing by post and telephone

At each point of data collection or registration you are given options to opt-out from being sent future direct marketing material from The National Trust for Scotland or other carefully selected organisations by post or telephone. Where you do not opt-out of such communications, The National Trust for Scotland may send you information on its conservation, membership, fundraising and other activities and those of other carefully selected organisations.

9. International data transfer

Different countries have different data protection laws, some of which provide more protection than others. We will not transfer personal data about you to any country outside of the European Economic Area without first ensuring that adequate protections are put in place for your benefit in accordance with best practice and the Data Protection Act 1998.

10. Site usage - cookies

A cookie is a small text file which identifies users' computers to the National Trust for Scotland's server. Cookies enhance a websites performance in a number of ways including providing a secure way to measure use of the website including number of visitors, how frequently pages are viewed, shopping, and the city and country of origin of users. This helps to determine what is popular and can influence future content and development of websites.

Cookies in themselves do not identify individual users but identify only the computer used.

For further information on cookies within the National Trust for Scotland website please refer to our Cookie Policy

11. Links to Third Party Websites

To provide increased value to our users, we may provide links to other websites or resources for you to access at your sole discretion. This Privacy Policy applies solely to the personal data collected The National Trust for Scotland and does not apply to any third party websites. The National Trust for Scotland is not responsible for the privacy policies, content or the use to which others make of these websites and advise users to read the privacy policies of other websites before registering any personal data.

12. Legal Disclaimer

We will take all reasonable care, in so far as it is in our power to do so, to keep the details of your order and payment secure, but in the absence of negligence on our part we cannot be held liable for any loss you may suffer if a third party procures unauthorised access to any data you provide when accessing or ordering from this website

Though we make every effort to preserve user privacy, we may need to disclose personal information when required by law. This being requests by the police or any other regulatory or government authority investigating suspected illegal activities to provide your Personal Information and /or User Information we may be obliged to do so.

13. The Data Protection Act

Under the Data Protection Act, we have a legal duty to protect any information we collect from you.

Accessing your personal data held by the National Trust for Scotland

You have the right to ask The National Trust for Scotland, in writing, for a copy of all the personal data held about you (this is known as a 'subject access request') upon payment of a fee of £10.00. If you would like to access your personal data held by The National Trust for Scotland, please apply in writing to:

The Data Controller
The National Trust for Scotland
5 Cultins Road
Hermiston Quay
EH11 4DF

Verifying, updating and amending your personal information

If, at any time, you want to verify, update or amend your personal data or preferences please write to the address above.

- Verification, updating or amendment of personal data will take place within 28 days of receipt of your request.

For further information please refer to our [Data Protection Policy](#).

14. Notification of changes

If we decide to change our privacy policy, we will place an updated version on this page. Regularly reviewing this page ensures you are always aware of what information we collect, how we use it and under what circumstances, if any, we will share it with other parties.

15. Contact us

If you have any questions or suggestions regarding our privacy policy, please contact us at:

The National Trust for Scotland
5 Cultins Road
Hermiston Quay
EH11 4DF