



## Waterwise Privacy Policy

We believe it is important to respect the privacy of individuals, and to make only safe and ethical use of the information that is provided through electronic channels.

Where we collect information we are doing so in order to offer you better services, both on the website and in the rest of our operations.

If any of the information we hold about you is inaccurate we will do our best to correct it quickly once you notify us.

We will hold some of the information you give us electronically on google drive and occasionally in hard copy. We will ensure that these are secure and can only be accessed by authorised people.

This privacy policy covers:

- the information we collect and how we use it
- who will have access to the information
- access to your personal information
- right of removal
- other websites

Our staff are fully trained in the privacy policy and are aware that it should always be fully implemented. The implementation of the privacy policy is directly supervised by the Managing Director.

## The information we collect and how we use it

### Website

On the website, we use google analytics to obtain anonymous usage statistics, but this does not hold any personal information such as IP addresses or domain names. We use this information to help us improve the content, design and performance of the site. Should you wish you can opt-out of the Google Analytics advertising features used for demographics and interests reporting using. Google have provided [more information](#) and a [simple plugin](#) to allow you to do this on any website. We do not use cookies.

### Newsletter Subscription

We will ask you for your email address if you want us to contact you to receive emails on Waterwise news and events. This will be via Mailchimp. You can delete or change your email address at any time or unsubscribe.

We will hold your contact details on Mailchimp and we may collect management information on our email campaigns, such as whether you have read an email sent by us, when and how

many times. We will only be used to improve content and services and to inform groups of users about relevant products and services.

### Contact Us

We will ask you for your email address and contact details if you want us to contact you with an answer to your query or question via the the Contact Us page on our website. We will only use this information to answer your query. We will not pass this information to anyone outside Waterwise without asking for your consent. You can delete your email address at any time by contacting [stella.lindsey@waterwise.org.uk](mailto:stella.lindsey@waterwise.org.uk).

### General emails to Waterwise

We will hold your contact details on google drive and we will only use this information in order to improve the content and services that Waterwise provide in terms of the improving water efficiency in the UK.

We may pass your details across to other parties but only if it relevant to your query. This could involve companies or contacts that are directly involved in water efficiency in the UK - these may include some of our Supporters and Affiliates and other water companies, Waterwise board members, retailers, manufacturers, relevant training bodies, government departments and water regulators.

## Who will have access to the information?

Any information you give us will be available to Waterwise staff and held on Google drive. We may transfer your information outside the European Economic Area (EEA) for the purposes of backing up our data.

This site uses Google Analytics, and specifically Google Analytics Demographics and Interests reporting. Should you wish you can opt-out of the Google Analytics advertising features used for demographics and interests reporting using. Google have provided [more information](#) and a [simple plugin](#) to allow you to do this on any website.

We use several external agencies for business-related reasons at Waterwise who may have access to your data, we use them for the purposes of maintaining the website and IT systems and processing financial data. Your information must remain confidential and they cannot pass on any data to third parties.

## Access to your personal information

You have a right to request a copy of the personal information we hold about you and to amend or update any inaccuracies. We charge a £10 fee for this service.

Please contact:

Data Protection Officer  
Waterwise  
180 Piccadilly  
London W1J PHF

Email: [stella.lindsey@waterwise.org.uk](mailto:stella.lindsey@waterwise.org.uk)

## Right of Removal

You can contact [stella.lindsey@waterwise.org.uk](mailto:stella.lindsey@waterwise.org.uk) at any time, if you wish for your details to be removed or deleted from our systems.

## Other websites

Our website and emails may contain links to other websites/blogs/or information. We are not responsible for the content or practices of these other sites and we recommend that you check their own privacy policies.