

Scottish Geology Trust (SGT) Mailing List Privacy Notice

The Scottish Geology Trust (Scottish Charity # SC049775) needs to process various types of personal data to deliver news about our activities. Data Protection Law requires that we notify you about how we use your data. This Privacy Notice explains how we collect, store, and use personal data about individuals who sign up to our mailing list. We have separate privacy notices for the [general public](#), members and volunteers, trustees, and staff.

For these purposes, SGT is the Data Controller. SGT is based in Scotland, the United Kingdom.

This privacy notice is for members of our mailing list. We use our mailing list to share our newsletter, give updates on our charitable activities, share fundraising campaigns, and raise awareness of issues relevant to Scottish Geology. The information commissioner's office (ICO) says that these kinds of activities are marketing when carried out by a charity.

We use the marketing platform MailChimp to manage our mailing lists, to send emails, and to analyse performance of our email campaigns. You can learn more about MailChimp's data [processing and privacy practices here](#) and see their parent company's [global privacy statement here](#).

What personal data might we need to process?

- Name
- Email address

In addition, MailChimp may need to access, record, store, and analyse:

- The IP address you are using when you read or click a link in an email.
- The time and date that you open an email or click a link.

Why do we need this data?

- To send you our newsletter and other news about our activities and campaigns, after you have subscribed to it.
- To understand whether our newsletters and emails are of interest to and benefiting our subscribers.

Where do we get your data?

- You add your name and email address to our mailing list via MailChimp.
- MailChimp record your IP address and day and time of opening or clicking links in emails by placing a web beacon (a single pixel gif) in the email. You can read more about this, and MailChimp's wider cookie policies in their [Cookie Statement](#).

What will we do with the data?

- We will store your name and email address in our MailChimp mailing list. MailChimp are based in the USA, and so your data will be stored on servers located in the USA. However, MailChimp's terms and conditions are compliant with UK and EU data protection laws.
- We will send you emails with news about SGT's activities and campaigns.
- We may compare our list of subscribers with other lists, such as our members register, to understand how our audience wants to interact with us.
- We may also analyse data about how you use the email we send you, such as whether the email has been opened, or any links followed. However this data is anonymised and does not include personal data.

Will we share the data?

We use MailChimp as our marketing platform and to manage our marketing activities, such as maintaining our mailing list and sending newsletters. MailChimp process your data on our behalf. They do not have any rights to your data and will not use your data for their own or others' purposes unless there is a legal obligation to.

The data will only be used within SGT as described above. SGT will not sell your data or give it to any other organisation unless we have a legal obligation.

How long will we hold this data for?

- Until you unsubscribe from the mailing list.

Our legal basis for using the data

By subscribing you are giving us your consent to:

- Receive marketing (as defined by ICO), news, and updates from SGT, via MailChimp
- Store your name and email address in a MailChimp hosted mailing list.

We also have a legitimate interest in understanding how our mailing list engages with the emails we send, but the data we receive is anonymised.

Your rights

You have the right to:

- Be **informed** about how we process your data.
- Make a reasonable request for **access** to data that we hold.
- Have the data we hold about you **erased** – please follow the “unsubscribe” link in any of our newsletters, or email secretary@scottishgeologytrust.org.
- **Correct** any inaccurate data we hold about you.