Dynamic Earth Privacy & Fair Processing Notice

Dynamic Earth Enterprises Limited (Company No. SC139122) and Dynamic Earth Charitable Trust (Company No. SC138695; Scottish Charity No. SC020363), together referred to throughout this Privacy Notice as "Dynamic Earth" are committed to protecting the privacy of personal information collected during the course of our activities. This notice explains how we process your personal data and the rights you have in relation to that processing. We will process your personal information under the terms of this notice and in accordance with any agreement with you.

Dynamic Earth is the data controller in terms under data protection law (including the UK General Data Protection Regulation, the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003, as applicable) ("**Data Protection Laws**"). If you have any questions about this notice or how we process your personal data, please contact us using the details in the Further information section below.

Dynamic Earth needs to process personal data relating to our suppliers, customers, current and potential supporters, donors and other individuals ("you") in order to function effectively as an organisation; ensure good governance; for audit purposes; to perform our business; to enable us to meet our legal obligations as an employer, a trust and as a registered charity; to develop mutually beneficial relationships with donors and supporters; to provide services and opportunities to customers, supporters and other individuals; and to fundraise in support of Dynamic Earth.

Personal data is processed for commercial, charitable, administrative, statutory, fundraising and marketing/promotion purposes. All such personal data is collected and held in accordance with all applicable Data Protection Laws.

Developing an understanding of your personal data enables us to make better decisions, use our resources effectively and raise philanthropic gifts more efficiently to support Dynamic Earth's aim of delivering impact for society by discovering, developing and sharing knowledge that makes a difference locally, nationally and globally.

What Personal Information Will Dynamic Earth Use?

Where we process personal data relating to children or young people, including in connection with visits, events, educational activities, competitions, research, photography, filming, video or audio recording, livestreaming, publicity or safeguarding, we will take appropriate steps to ensure that the processing is lawful, fair, transparent, necessary and proportionate.

We will provide clear, accessible and age-appropriate information explaining how personal data will be collected, used, stored and shared, including where photographs, films, recordings or other content may be published on our website, social media channels, printed materials or through third-party media.

Where consent is our lawful basis for processing, we will obtain valid consent from the child or young person where they are able to provide it, or from a person with parental responsibility where appropriate. We will explain how consent can be withdrawn and will make withdrawal as straightforward as giving consent.

We will take particular care not to publish personal information that could unnecessarily identify, locate or place a child or young person at risk. Personal data processed for safeguarding, child protection, legal or vital-interest purposes may be collected, used or shared without consent where this is necessary and lawful.

The tables below explain the categories of personal data we may process, the legal bases we rely on, and the legitimate interests we may pursue where legitimate interests is the applicable legal basis.

The bases by which we process your personal data includes compliance with our legal obligations, your consent, in order to perform a contract with you or our legitimate interest. For more details see the Table below.

In the case of our legitimate interests to process your personal data we are required to ensure that your interests are balanced against ours.

Suppliers

Personal Information Dynamic Earth may Process:	Our Reasons/Legal Basis for Processing	Our Legitimate Interests
- Work address and contact details	- Our legitimate interests	- To keep in contact with suppliers - Administering our business

Customers

Personal Information Dynamic Earth may Process:	Our Reasons/Legal Basis for Processing	Our Legitimate Interests
- Name - Address/contact details - Email addresses - Photographs/Filming	- Fulfilling contracts - Our legitimate interests	- To promote business

Potential Customers/People Interested in Our Services

Personal Information Dynamic Earth may Process:	Our Reasons/Legal Basis for Processing	Our Legitimate Interests
- Name - Address/contact details - Email addresses	- Fulfilling contracts - Consent - Our legitimate interests	- To send marketing information to potential customers in compliance with any applicable laws relating to marketing

Current and Potential Supporters

Personal Information Dynamic Earth may Process:	Our Reasons/Legal Basis for Processing	Our Legitimate Interests
- Name and contact details - Publicly available information (such as from sources listed below) - A record of communications sent to or received from you by post, electronically or telephone - Your preferred methods of contact - Your attendance at Dynamic Earth events, including dietary and venue accessibility requirements if provided by you - Any personal updates you provide	- Our legitimate interests	- To send marketing information to current and potential supporters in compliance with any applicable laws relating to marketing - Maintaining a record of your relationship with us

Donors

Personal Information Dynamic Earth may Process:	Our Reasons/Legal Basis for Processing	Our Legitimate Interests
- Name and contact details - Publicly available information (such as from sources listed below) - A record of communications sent to or received from you by post, electronically or telephone - Your preferred methods of contact - Your attendance at Dynamic Earth events, including dietary and venue accessibility requirements if provided by you - Any personal updates you provide - Donor agreements with Dynamic Earth	- Our legitimate interests	- To send marketing information to donors in compliance with any applicable laws relating to marketing - Maintaining a record of your relationship with us

We gather information and undertake research to produce briefings and profiles on a limited number of individuals who we believe may have an interest and the means, or the expertise and experience, to become actively involved with Dynamic Earth.

This may include:

- information about your employment and professional activities;
- details and notes from meetings with Dynamic Earth staff concerning fundraising and/or other opportunities to get involved in supporting Dynamic Earth;
- relationships and connections to other members, donors and supporters or Dynamic Earth;
- philanthropic interests and gifts to other charitable organisations;
- We may also hold information that has been created by us from personal data that we already hold about you, which may include an internal classification of your relationship with Dynamic Earth.
- For individuals at organisations with whom we already have, or are building a relationship with, we will hold your contact details in relation to your position and the work we are doing with that organisation.

Where Do We Obtain Your Information?

In most cases we will obtain this information from you directly. However, personal information may also be collected from publicly available sources, such as websites, google searches, social media (e.g. Linked In), Zoopla, service providers, or from the press. We may also collect personal information from reputable public data sources such as Companies House and the Charity Commission. Personal information may include job title, directorships, contact information, demographic data (including estimated income and property value), date and size of previous donations to other charities, details of philanthropic activities you engage in, etc.

How We Use the Information We Hold

We process personal data about you, in order to deliver and improve the opportunities and services we provide in a personalised manner, to ensure each individual receives timely and relevant information and to ensure we use resources in the most efficient and effective way.

As well as the reasons set out in the Table, above, personal data is processed by us to:

- provide you with any services or information you have requested;
- inform you about news, activities, programmes, events, opportunities, services or fundraising that we believe would be of interest to you;
- understand how we can improve services, impact and outcomes for you, Dynamic Earth and its members;
- further our aims, including for a range of engagement projects, through the use of mail, email, telephone, events and face-to-face meetings;
- administer any donation you make to the Dynamic Earth;
- comply with charitable and other regulations and policies that we are subject to, including for OSCR and HMRC regulatory purposes and money laundering regulations.

Accepting Donations

We carry out due diligence on current and potential donors to consider whether the sources and purposes of prospective donations, fundraising and other funded activities are ethically acceptable, from sources already listed above.

Processing Conditions

We process the personal data referred to above for the purposes of any contract or potential contract with our suppliers, customers, current and potential supporters, donors and other individuals; or for our legitimate interests in order to function effectively as an organisation, to ensure good governance, for audit purposes, to perform our business and charitable activities; to enable us to meet our legal obligations that we may be subject to as an employer, a trust and as a registered charity; to develop mutually beneficial relationships with donors and supporters; to provide services and opportunities to customers, supporters and other individuals; and to fundraise in support of Dynamic Earth.

We may pass your personal data to other parties who process data on our behalf. Where we do this, a written contract will be put in place between Dynamic Earth and the service provider to set out the purposes for which the information can be used and the security measures that must be in place. This contract will ensure that the service provider agrees never to use your data for any additional purpose not set out in the agreement with Dynamic Earth.

Who Do We Share Your Information With?

The information you provide to us may be accessed by our staff, our trustees, our auditors, our professional advisors and carefully selected third parties in the course of providing services to us under suitable obligations of confidentiality.

We may also use information in aggregate, where personally identifiable information is removed, for marketing and strategic development to improve and support our activities.

Security

We employ administrative, electronic and physical security measures to ensure that the information that we collect about you is protected from access by unauthorised persons and protected against unlawful processing, accidental loss, destruction and damage.

Please be aware that unfortunately the transmission of information via the internet or by email is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of the data transmitted to us and any transmission is at your own risk.

The Period for Which the Personal Data Will Be Processed

We will retain personal data securely and only in line with how long it is necessary to keep for the purposes or for a legitimate and lawful reason.

Our typical retention periods are as follows:

Data Source	Retention Period
Supplier Contracts	7 years after the completion of the contract
Marketing List Names and Email Addresses	2 years if the customer recipient has not responded positively to a marketing or promotional email in such 2-year period
Customer Contracts and Documentation	7 years after the expiry or termination of a contract/relationship
Donor Contacts, Contracts and Documentation	7 years after the expiry or termination of a contract/relationship
Documentation Relating to Potential Customers, Donors and/or People Interested In Our Services	2 years after the end of relationship or correspondence
Photographs / Videos of Customers	7 years from the date the photographs / videos were posted on our website or social media sites

Some personal data may be retained for longer where it is in our legitimate interest to do so, such as to protect and defend our legal rights; or for research, archiving or statistical purposes. Individuals can request that other information relating to them be erased and we will deal with such requests in accordance with the law.

International Transfers

We, or carefully selected third parties that we contract with, may transfer personal data outside the UK. If this occurs, we will ensure that appropriate safeguards are in place so that your personal data receives a level of protection that is appropriate under applicable data protection law. These safeguards may include transferring data to a country that has been recognised as providing adequate protection, using an approved international data transfer agreement or addendum, or relying on another lawful transfer mechanism.
The protections include:

- Transferring to a non-EEA country with privacy laws that give the same protection as the EEA.
- Putting in place a contract with the recipient that means they must protect personal data to the same standards as the EEA.
- Using an approved contract or other lawful transfer mechanism that requires the recipient to protect personal data to an appropriate standard.

Your Rights in Connection with Personal Information

Under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.

- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.

- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).

- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.

- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.

- **Request the transfer** of your personal information to another party.

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact our Data Privacy Manager in writing.

No Fee Usually Required

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

What We May Need from You

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

Right to Withdraw Consent

In any circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact our Data Privacy Manager at: enquiries@dynamicearth.org.uk. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

For more information and guidance about any of these rights please go to the website of the Information Commissioner's Office at https://ico.org.uk/.

Complaints

If you think there is an issue in the way in which we handle your personal data, you have a right to raise a complaint with the Information Commissioner's Office. Their website contains details of how to make a complaint. However, we request that you give us the opportunity to deal with your complaint in the first instance.

Changes to this Privacy & Fair Processing Notice

We keep our Privacy & Fair Processing Notice under regular review and reserve the right to update and amend it. This notice was last updated in July 2026.

Further information

For further information about the proposed data sharing set out in this notice, or about any aspect of Dynamic Earth's processing of your personal data, please contact us via:

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