In this privacy notice, we aim to tell you about the Visitor Studies group, the data we collect, how we use, and how we protect this information.

We will detail our privacy policies with regards to:

* Our membership list
* Visitors to our website
* Job and bursary applicants
* People who attend our training events and conferences
* People who complete any surveys we might issue

The notice provides information on:

* How personal information is collected and stored
* Your rights to access and correct the information we hold about you
* How to contact us for queries or complaints about our use of your personal information, and to unsubscribe from marketing communications

**The Visitor Studies Group**

We are a small membership organisation formed of a voluntary committee and one paid member of staff (the administrator). The Visitor Studies Group was formed in 1998. We champion visitor studies as a force for evidence-based decision-making to encourage and create excellent visitor experiences for all audiences. To find out more about the Group please read our constitution: http://visitors.org.uk/about/.

Through this document, ‘we’, ‘the Group’ and ‘VSG’ refer to the Visitor Studies Group.

**Visitors to our website**

Our website, visitors.org.uk, is a WordPress site and as such collects data in relation to the WordPress Privacy Policy: <https://wordpress.org/about/privacy/>. We do not use additional data analytical software at present. If VSG decides to implement such software, in order to better understand the visitors to our site and their needs, we will update this policy accordingly.

Personal information collected through our ‘How to Join’ form is kept secure by our Administrator.

The information is passed via email to the Administrator who transcribes it into our membership lists which are held securely on MailChimp and then deletes from our email client. The emails are only accessible to the administrator and co-chair(s) and are deleted immediately upon transcription. MailChimp is only accessible to the administrator. If your membership lapses, we will keep your details for a period of 18 months unless otherwise requested. MailChimp’s privacy policy can be accessed here: <https://mailchimp.com/legal/privacy/>

Our email provider is Dreamhost: you can read their privacy policy here: <https://www.dreamhost.com/legal/privacy-policy/>

Membership payments completed through our website are processed directly by PayPal. Personal banking information entered into PayPal is never shared with VSG. PayPal’s privacy statement can be accessed here: <https://www.paypal.com/us/webapps/mpp/ua/privacy-full>

**Job and bursary applicants**

The Visitor Studies Group has only one paid member of staff, the Administrator. Applications for this position are made via CV and covering letter. Personal details contained within these documents are kept secure in files stored by the current administrator.

These files are accessible only to the administrator on a password secured computer and external hard drive. The documents submitted by unsuccessful applicants will be deleted after 3 months of their application. Documentation relating to successful bursary applicants will be held as per the bursary terms and conditions as stated on the application form. You may ask us to destroy these earlier or allow us to retain these for longer by written request to [admin@visitors.org.uk](mailto:admin@visitors.org.uk).

**Surveys**

From time to time, we conduct surveys of our membership. To do so, we use SmartSurvey, which conforms to EU data protection law. SmartSurvey’s Privacy Policy can be accessed here: <https://www.smartsurvey.co.uk/privacy-policy>.

**Access to personal information**

We do our utmost to ensure that information we hold on our members is accurate and up to date. Please contact [admin@visitors.org.uk](mailto:admin@visitors.org.uk) if you think any of the information we hold about you is inaccurate or if you would like to update your personal information. We will update this information as soon as possible, at least within ten working days.

Under the terms of the General Data Protection Act you have the right to request a copy of information that we hold about you, by making a Subject Access Request. If you would like a copy of some or all of your information you may make a request by writing to our Administrator, [admin@visitors.org.uk](mailto:admin@visitors.org.uk). 40 calendar days.

You have the [Right to Erasure](https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-to-erasure/). We will comply with any such requests within one month of written or verbal request, if not sooner.

**Enquiries**

The Visitor Studies Group does all that it can to ensure that the information we hold about our members is kept secure and used only for purposes that our membership is aware of. If you have enquiries, complaints or find any issues with the manner in which your personal data is being used by the VSG please do contact us – admin@visitors.org.uk

You may opt out from receiving newsletters and marketing communications from us at any time. To do so, you should unsubscribe from MailChimp or email [admin@visitors.org.uk](mailto:admin@visitors.org.uk) to make your request known.

This privacy notice was last updated on 2 May 2018.