

FRINTON & WALTON HERITAGE TRUST

Registered Charity No: 289885

Communications /Publicity Policy including Information/Data Protection Policy

Frinton & Walton Heritage Trust (the Trust) is committed to having an effective Communications/Publicity Policy as well as an information/data protection policy to support the organisation, as well as Members and Volunteers. It recognises the importance of this document in guiding effective and positive interactions between all parties.

Our communications objectives are:

- to facilitate internal communication between all Members and Volunteers; and
- to facilitate external communications with other parties.

General principles

- All Trust Members and Volunteers are encouraged to communicate with each other in an open, transparent, positive and polite manner.
- The method of communication may vary to suit the needs of a group or individual.
- Plain English is encouraged as English may not be everyone's primary language.
- Members' and Volunteers' communications (including via social media) must never disclose any personal or confidential information, must not share information or make comments that could be considered inappropriate, offensive, defamatory or derogatory.
- Email addresses and contact details of members and volunteers must only be shared for Trust business purposes.
- Copies of formal correspondence are sent to the Support Services Sub-committee for recording and for distribution to the Trustee Committee, as appropriate.
- In all communications, the General Data Protection Regulation (GDPR) and Data Protection Act 2018 are key considerations. For further guidance please see the Information/Data Protection Policy below.

The media and other external parties

- Before providing information to the media on behalf of Trust, approval must be sought from the Trustee Committee.
- In the course of its day-to-day work, the Support Service Sub-committee will draft and release, press releases and other routine media communications.
- All communications with third parties must be authorised by the Trustee committee in advance of the event.

Social Media

Social Media can be used in a positive way to highlight the work that the Trust is doing as well as being useful for supporting Members' and Volunteers' activities. In referring to the Trust during your own use of Social Media, the following points should be taken into consideration:

- check the accuracy and sensitivity of what you are posting before pressing 'send';
- do not publish any confidential information;
- be respectful of others' views and opinions;
- try to add value to the work and ethos of the Trust, where appropriate, and reflecting the inclusive ethos of the Trust;
- do not transmit irresponsible, sexual, ethnic, religious or discriminatory comments, remarks or slurs, insults obscenities, or inappropriate images;
- Members and Volunteers must not share images containing individuals without that individual's consent.
- do not engage in conduct that is unacceptable online, e.g. cyberbullying; and
- share only information that you know to be true; never knowingly passing on fake news.

Nobody has sole administration rights to the Trust's Social Media accounts; requests to post content on Social Media should be submitted to the Support Services Sub-committee, which manages and monitors the Trust's Social Media accounts, for consideration.

Information/Data Protection Policy

Frinton & Walton Heritage Trust (the Trust) gathers and holds personal information for its own use. This can be about Members, Volunteers and Visitors as well as with other organisations and individuals that the Trust has a relationship with or may need to contact. This policy describes how this personal Information is collected, handled and stored in order to meet the UK General Data Protection Regulation (UK GDPR) and comply with the Data Protection Act 2018. For the purpose of this document the words 'information' and 'data' are interchangeable.

This policy applies to all information that the Trust holds relating to identifiable individuals, even if that information technically falls outside the scope of the UK GDPR and the Data Protection Act 2018. This includes:

- names of individuals,
- postal addresses,
- email addresses,
- telephone numbers, and
- any other relevant, sensitive personal information relating to individuals e.g. Gift Aid, medical or DBS information.

Responsibility

The Trust has responsibility for ensuring information is collected, stored and handled appropriately. Every member that handles personal information ensures that it is handled and processed in line with this policy and information protection principles. However, certain groups of people have key areas of responsibility. The Trustee Committee is ultimately responsible for ensuring that the Trust meets its legal Data Protection obligations. Guidance is available at: <https://www.gov.uk/data-protection>.

The Support services Sub-committee is responsible for:

- ensuring that the Trust is registered with The Office of The Data Commissioner;
- keeping the Trustee Committee updated about information protection responsibilities, risks and issues by passing on on-line guidance available from The Office of The Data Commissioner; and
- dealing with requests from individuals to see what information is being held about them and why (also known as 'subject access requests' see below).

Information/Data Protection guidelines

- The only people able to access information covered by this Policy are those who need it for their work such as DBS checks, a medical emergency or Gift Aid claim.
- Personal information must never be shared informally or disclosed to unauthorised people, either within or outside the Trust.
- Members and Volunteers must keep all information secure, by taking sensible precautions using passwords which must never be shared.
- Information should be regularly reviewed and updated if it is found to be out-of-date. If no longer required, the information should be deleted and discarded safely.

Subject access requests

All individuals who are the subject of personal information held by the Trust are entitled to ask what information the Trust holds about them and why, as well as how to gain access to it. They should also be informed how to keep it up-to-date; and how the Trust is meeting its information protection obligations. This information will be provided within 21 days of the request being made.

Date of adoption: 20th March, 2025

Date of review:.....