



**This Privacy Notice applies to Sylva Foundation’s online software service, known as myForest, which includes the specific services listed below. It should be read in conjunction with the general [Sylva Foundation Privacy Notice](#).**

## How we use your information

This privacy notice tells you what to expect when Sylva Foundation collects personal information from you when you use myForest services. It applies to information we collect about:

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## Sylva Suite services

The following online software services are currently included within the Sylva Suite:

- **myForest**, hosted at [www.sylva.org.uk/myforest](http://www.sylva.org.uk/myforest)
- **Woodland Wildlife Toolkit**, hosted at [woodlandwildlifetoolkit.sylva.org.uk](http://woodlandwildlifetoolkit.sylva.org.uk)
- **Forest Lab**, an optional set of tools within myForest

Unless specifically defined in this Privacy Notice, myForest refers to any or all of the above services.

## Visitors to our websites

When someone visits myForest hosted on a website, we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

## Use of cookies by Sylva Foundation

We use cookies to ensure that we give you the best experience on our website. If you continue without changing your settings, we’ll assume that you are happy to accept all cookies on myForest. However, if you would like to, you can change your cookie settings at any time. Read more about how we use [cookies](#).

## Search engines

Some of our services include a search function. This is powered our by our own software. We may log any search queries and results anonymously to help us improve our websites, tools, and search functionality. No user-specific data is collected by either Sylva Foundation or any third party.

## **News**

We host a news service (blog) on our servers. People are able to leave comments to any news posts and are required to provide certain personal information. This is requested to reduce comments by spammers. No user-specific data is collected by either Sylva Foundation or any third party.

## **Newsletter**

We deliver an occasional Newsletter to myForest users who opt to receive them. Subscribers are required to provide certain personal information to enable us to deliver the Newsletter via email. Information will be retained on our Customer Relationship Management (CRM) database. Information will not be shared with any other organisations.

Subscribers are able to opt-out at any time to the Newsletter via a link provided within each bulletin delivered to their email address. A separate opt-in option is provided for users who may choose to receive by email other information from Sylva Foundation about its projects, services, and events

Subscribers are also able to change their opt-in/opt-out options at any time, both to the Newsletter and/or any other communications, in their Account Settings.

## **People who email us**

Any email sent to us, including any attachments, may be monitored and used by us for reasons of security and for monitoring compliance with Sylva Foundation policies. Email monitoring or blocking software may also be used. Please be aware that you have a responsibility to ensure that any email you send to us is within the bounds of the law.

We may collect your name, email address, and further personal data. If you opt to do so, we may contact you separately with information about the work of the charity which we think may be of interest. You are able to opt-out at any time via a link sent with any such communication by Sylva Foundation or by contacting us directly. Information will be retained on our Customer Relationship Management (CRM) database. It will not be shared with any other organisations.

## **People who call us by phone**

When you phone Sylva Foundation we may collect any information that you choose to share with us to help us deal with your enquiry. We may collect your name, email address, and further personal data. If you opt to do so, we may contact you separately with information about the work of the charity which we think may be of interest. You are able to opt-out at any time via a link sent with any such communication by Sylva Foundation or by contacting us directly. Information may be retained on our Customer Relationship Management (CRM) database. It will not be shared with any other organisations.

## **People who use myForest**

We are required to hold the personal details of people who have requested to use the service in order to provide it. We will use these details to provide the service you have requested and for other closely-related purposes. For example, we might use information you provide to carry out a survey to find out if you are happy with the level of service you've received.

Information held by Sylva Foundation will vary dependent on the specific service and the type of account held. Personal data collected includes a user's name, email address and approximate woodland location. This information may be retained on our Customer Relationship Management (CRM) database. It will not be shared with any other organisations unless the user clearly agrees to do so.

We hold additional specific information relating to a service as described below.

### **myForest**

To deliver myForest (the service) we collaborate with a range of third parties. Unless consent is clearly given by a user, no personal data will be shared with a third party. Other specific data – for example information relating to your woodland – may be shared with a third-party to help deliver the service, but only if you agree to do so. A range of separate consent options are provided in your Account Settings.

Anonymised and aggregated data derived from information you provide about your woodland may be shared with third parties or published to help improve delivery of the service and for research purposes.

When people register for the myForest service, they can unregister at any time by contacting Sylva Foundation. A range of consent options are provided in the myForest Account Settings.

### **Woodland Wildlife Toolkit**

To deliver the Woodland Wildlife Toolkit (the service) we collaborate with a range of third parties. Unless consent is clearly given by a user, no personal data will be shared with a third party.

Anonymised and aggregated data derived from information from your use of the service may be shared with third parties or published to help improve delivery of the service and for research purposes. For example, research into where the service is most or least used in the country.

When people register for the service, they can unregister at any time by contacting Sylva Foundation.

### **Forest Lab**

Taking part in Forest Lab is optional for myForest users. To deliver Forest Lab we collaborate with research partners as external third parties and these are clearly indicated. Unless consent is clearly given by a user, no personal data will be shared with any third party. Separate consent options are provided in your Forest Lab Account Settings.

For those who choose to take part, it is a requirement to agree that 'environmental data' (not personal data) from your myForest account will be shared with research partners to support general forestry-related research. You have the option to select what environmental data you want to share (linked with specific sub-compartments). Any environmental data shared will be anonymised and aggregated.

Forest Lab users may also choose to take part in optional 'projects'. Under most projects, users will be required to collect and share additional 'environmental data'. This will be related to land that you own or manage and will typically include the addition of data that would otherwise not form part of a standard myForest inventory database. To take part in most projects, it is likely that you will be asked to share personal data so that you can take part in communications with employees from research partners. Any such requirement will be prominently displayed as an option where this applies, and clearly displayed as a requirement for taking part in any particular project. If you inform us that you wish to cease taking part in any individual project, any personal data will be removed from stored records, whilst environmental data will be retained in perpetuity for reasons of long-term scientific interest.

You can unregister with Forest Lab at any time by selecting and confirming options in your Forest Lab account settings. You can terminate your involvement in Forest Lab if you no longer wish to take part (this will not affect your myForest account). Personal data will be removed from stored records whilst environmental data will be retained in perpetuity for reasons of long-term scientific interest.

Anonymised and aggregated data derived from information you provide about your woodland may be shared with third parties or published to help improve delivery of the service and for research purposes.

Participants in Forest Lab are required to agree to an Engagement Agreement, which includes a summary of the above terms plus other activities unrelated to issues of privacy.

### **Data processors**

Sylva Foundation may rely upon individuals, agencies, companies, or others, to process personal data on its behalf (*i.e.* on behalf of the data controller). We use the payment service *Stripe* to collect and process financial transaction data in the myForest service website. Payment card information is stored by *Stripe* and is unavailable to Sylva Foundation. A token generated by *Stripe* is stored on Sylva's database to support single and multiple transactions by customers.

## **Access to personal information**

Sylva Foundation endeavours to be as open as it can be in terms of giving people access to their personal information. Individuals can find out if we hold any personal information by making a 'subject access request' under the Data Protection Act 2018. If we do hold information about you we will:

- give you a description of it;
- tell you why we are holding it;
- tell you who it could be disclosed to; and
- let you have a copy of the information in an intelligible form.

To make a request to Sylva Foundation for any personal information we may hold you need to put the request in writing addressing it to our nominated Data Protection Coordinator to the address provided below.

If you agree, we will try to deal with your request informally, for example by providing you with the specific information you need over the telephone. If we do hold information about you, you can ask us to correct any mistakes by contacting our Data Protection Coordinator (DPC).

## Links to other websites

This privacy notice does not cover the links within this website linking to other websites. We encourage you to read the privacy notices on the other websites you visit.

## Changes to this Privacy Notice

We keep our privacy notice under regular review. This privacy notice was last updated as shown at the top of the document.

## How to contact us

If you want to request information about our Privacy Notice you can email us at ([dpc@sylva.org.uk](mailto:dpc@sylva.org.uk)) or write to:

Sylva Foundation  
Sylva Wood Centre  
Little Wittenham Road  
Long Wittenham  
Oxfordshire  
OX14 4QT

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## Data Protection Register

Sylva Foundation is registered with the Information Commissioner's Office (ICO). Our Registration Number is **Z1773491**.