

# Collecting Personal Information at Garden Openings and Events

We know that several gardens collect personal information at their garden openings in the form of visitor books or visitor lists. We also know that county teams may collect personal information at county shows, events or when giving talks out in the community.

Here are some guidelines to follow to make sure our data collection processes are GDPR compliant.

## Visitor Books

- Visitor books can be a lovely record to look back on of a successful garden opening.
- It is fine to continue using them if all you are collecting is a name and comment from visitors. This will not require any changes or procedures to become GDPR compliant.
- If in a Visitor book you collect additional personal information such as email addresses, postal address or phone numbers then there will be some changes you need to implement to make the process GDPR compliant.

## Collecting personal data.

- If you are collecting a means of communication from any visitors/attendees (e.g. email, phone no, address) you need to make it clear what it will be used for.
- **For example** – *Please enter your email address below if you would like to receive details of when our garden is next opening.*
- You should collect any means of communication data either on a single use form or on a slip that people can tear off and place in a box, so that other members of public do not have access to it. There are templates you can use in the Resource Centre.
- You should only use the personal data for the purpose it was collected for and that the individual agreed to.  
**For example** - *you can't collect data to keep them informed about garden opening and then send them details of a business you run.*
- Individuals need to specifically opt in to receiving further communication. It is not enough to assume that because they have left an email address etc that they are happy to receive anything unless you have explicitly set that out when they signed up
- Individuals have the right to unsubscribe from mailing at any any time (right to be forgotten) and also to update or correct their information. Please ensure that on any communication sent out them you make this clear (see the template Email signature unsubscribe message in Resource Centre).
- Individuals also have the right to make a Subject Access Request to any organisation that they feel may hold information about them. We have to provide this within 30 days and at no cost. Keeping up to date records makes this easy, but in any eventuality contact [joanne@ngs.org.uk](mailto:joanne@ngs.org.uk) or 01483 213905 if this is requested.

## Competitions

At shows and exhibitions the NGS have quite often run competitions as a way of capturing individual's details. It is fine to do this, but the following must be in place.

- If you wish to use the individual's details provided when entering the competition to send them details about the NGS later you must make sure they have explicitly opted in to this.

- You cannot make it a condition of entry to receive further information from us.
- Use single use forms for competition entries that are stored in a box when completed, away from public view.
- See Competition Entry Template in the resource centre for a GDPR compliant entry form.

***If you wish any of your forms to be checked over for compliance contact [joanne@ngs.org.uk](mailto:joanne@ngs.org.uk) or call 01483 213905***