



The Milestone Society

PRIVACY POLICY

- (1) The Society shall comply with the Data Protection Act 2018 (which implements the General Data Protection Regulations, GDPR) and The Data (Use and Access) Act 2025
- (2) 'Personal data' is the information, usually full name, postal address, telephone number and email address, provided by the applicant when applying for initial or renewal of membership of The Milestone Society. Other personal data may be collected when members communicate with the Society either by post or e-mail or text or by using the Society's website or through social media. Such personal data may include computer IP addresses and photos containing images of people (the Society does not collect, process or store sensitive personal data)
- (3) The lawful basis for The Milestone Society to store and use this data is the "consent" of the member and/or the "legitimate interests" of The Milestone Society
- (4) Where the lawful basis is "consent", this is provided by the member's "positive opt in" indicated by his/her signing of the Application for Membership or Renewal form, such data and "consent" using preferred specified methods of communication having been freely given, specific, informed and unambiguous
- (5) Where the lawful basis is "legitimate interests", The Milestone Society will store and use the data strictly for purposes of pursuit of the aims and objectives of the Society and its legal duties only
- (6) Where noted on membership application forms or otherwise advised by parents or guardians, data concerning children under 13 will not be stored or used without appropriate parental or other consent
- (7) The personal data will be the minimum necessary for The Milestone Society purposes and is held in a secure digital and/or hard copy data-base by Membership Secretary
- (8) The data held will be used
 - a. to contact members, including by bulk e-mail for the charitable purposes of the Society in accordance with section 114 of The Data (Use and Access) Act 2025.
 - b. to exchange and/or provide the member(s) with information about events, activities and publications related to milestones and other roadside heritage assets,
 - c. to remind members of subscriptions when due for renewal,
 - d. to claim Gift Aid where appropriate from HMRC, and
 - e. any other lawful administrative purpose of the Society

(9) The data will not be sold to any third parties and will be used solely for purposes concerning The Milestone Society and its normal activities. The data may be shared with third parties engaged by the Society to provide services to members.

(10) Members have the right to:

- a. ask us for access to, or rectification or erasure of your data
- b. restrict processing (pending correction or deletion)
- c. object to communications or direct marketing
- d. ask for the transfer of their data electronically to a third party (data portability)

When a member requests their data to be deleted, it will be deleted from the database and the Society will cease to service the member. The data will also be deleted after a period of 2 years following lapse of membership of The Milestone Society

(11) Concerns or questions regarding this policy should be addressed to the Hon Secretary honsec@milestonesociety.co.uk. Requests for data access or to have data amended or deleted should be addressed to the Membership Secretary membership@milestonesociety.co.uk.

(12) At a minimum this policy shall be reviewed every 3 years and revised as necessary.

Rev 3 February 2026