
Walking for Health schemes and consent for contacting walkers.

As a Walking for Health scheme, you are asked to collect sensitive personal data from your walkers in line with the programme's accreditation standards. You may also be using their personal data (contact information) to get in touch with your walkers about issues directly relating to the walks that they attend, or for other reasons including promotion and marketing.

Under GDPR, you are responsible for the way that your walkers' data is collected, processed and maintained, and so you need to think about whether you have the correct permissions to continue to contact your walkers in the same way, or if you need to ask them to re-consent to you using their information.

If your scheme is run by a local authority or other third party, your organisation may have your own procedures in place for GDPR and contacting participants. However if you are unsure about anything, or if your scheme is voluntary run, please read the information presented here closely to ensure you are GDPR compliant.

The Ramblers undertook a re-consent process prior to 25 May. Existing walkers on the Ramblers Walking for Health database who have walked with the programme at least once in the past 3 years or logged into their website account within the last year were contacted by email to re-consent to hearing from the Ramblers in the future.

Do not need consent - using data for administrative purposes

If you use the walker registration form and keep walkers' data secure in the Walking for Health database or another secure place (contact details only), using it only for administrative purposes, then it is not vital for you to regain consent from your walkers to keep hold of their personal information, provided it is kept securely and not shared. As walkers are participants in your service, then you have a legitimate interest in storing their data and contacting them with information that directly relates to their participation in your walks.

Examples of where you do not need to regain consent for your walkers:

- Storing administrative data for your volunteers and walkers
- Sending volunteer rotas or instructions
- Letting walkers know that a walk is cancelled
- Changing the meeting point of a walk.

Do need to re-consent - Using data for promotional and marketing reasons

Under GDPR, the old walker registration form does not provide the necessary opt-in consent method to allow the Walking for Health national programme or individual schemes to contact walkers for purposes other than walk administration.

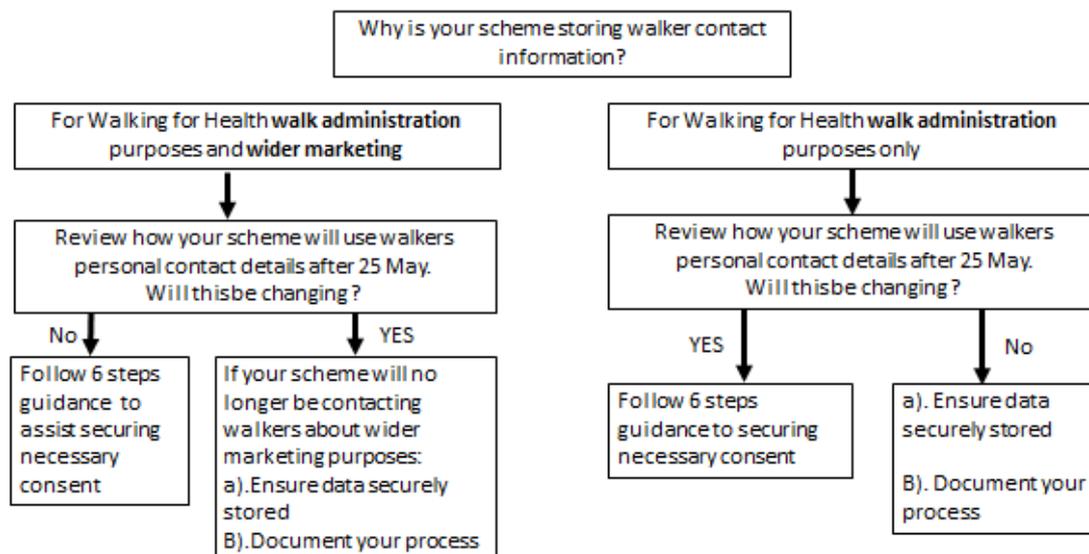
This means that you are not able to contact them about anything that's not directly connected to their participation in walks without regaining their permission – such as for promotional, marketing, fundraising or campaigning reasons.

Examples of where consent is needed:

- Sending out newsletters to walkers
- Sending information about other activities that your organisation provides
- Promoting a fundraising event
- Contacting individuals for any reason other than their direct participation in your walks.

Ensuring that you have the necessary consents

The following diagram describes what steps need to be taken:



The six steps below can help you ensure that you already have consent from your walkers to contact them for your intended purposes, or whether you need to gain or regain their consent.

[N.b - if you have collected data from your walkers in a method that's not connected to the Ramblers Walking for Health walker registration form, you may already have the necessary consent to contact them in the ways highlighted above. Use the list below to work out whether you need to regain consent from your walkers.]

A) 6 steps to ensuring you have consent for new walkers

The following steps can help ensure the correct consent from your walkers. If you believe that your current data collection processes do not conform to the below steps, you will need to regain consent (see section B below on regaining consent).

It's worth ensuring that the re-consent statement that you use is consistent with the consent statement used on the [new walker registration form](#). To gain re-consent, you can use our [template](#).

1. **Remind yourself of the key principles of the GDPR:** [See our overview](#) for more information on GDPR.
2. **Use a clear, unambiguous consent statement:** You must be transparent, informative and clear about why you are collecting data and how it will be used.
3. **Have a positive opt-in:** Consent must be informed and freely given. Therefore you cannot assume consent or use "opt-out, pre-ticked" boxes – people must take action and choose to give you consent.
4. **Document when and how consent was obtained:** You must be able to demonstrate that consent has been given. This could be by making a note on the data list, or by securely keeping consent forms. If you use the Walking for Health database to store your contact list, this will be recorded automatically when the form is added to the database.
5. **Ensure that data is stored securely and do not keep it longer than needed:** This needs to be detailed within your scheme's privacy policy.
6. **Document your process in writing:** Ensure that your scheme has a written, consistent procedure about how you store and use walker data.

For new walkers, the Walker Registration Form includes options for gaining consent which can then be recorded on the Ramblers Walking for Health database. Non-users of the database will need their own process for managing consent. If you wish to discuss whether your current process is GDPR compliant, please contact your short group walks delivery officer or walkingforhealth@ramblers.org.uk.

B) How should we go about regaining consent from existing walkers?

As of 25 May 2018, you **cannot gain re-consent via email**. If you want to regain consent from walkers, you will have to use a paper slip that the walker can fill out, and you can then update their consent preferences on the database (or if you're not a database user, wherever you store this information). We have created a re-consent template which you can use.

Using our re-consent template

You can download the template [here](#). Please ensure you only request contact details that correspond with the methods of contact you intend to use. For example, if you only intend to contact walkers via email, then delete the 'phone' and 'address' sections.

For organisation-led schemes, please link to your own privacy policy. For volunteer-led schemes, you can link to the Ramblers Walking for Health privacy policy.

The purpose of re-consenting is to update and override any pre-existing contact preferences.

Database users: You can see existing preferences for a walker by downloading your scheme's mail merge report. You can update these preferences by clicking 'update' next to a walker's name in your list of walkers.

Non-database users: It is up to you to update the contact preferences for your walkers and store this information securely.

FAQs for walker consent

Our scheme doesn't have consent to contact a list of walkers. Can we still store their personal data?

As your scheme is providing a service that walkers use, we believe you have a legitimate interest in storing their information. However you must keep their information secure, treat it as though it is your own, and not keep it for longer than necessary.

A walker wants to change their contact preferences and opt out from hearing from us. How can they do this?

A walker can get directly in touch with a scheme to let them know they'd like to change their preferences. A walker may tell a walk leader on a walk that they'd like to opt out, which would mean the walk leader must let a data administrator or scheme coordinator know so that their preferences can be updated. Please ensure you update a walker's contact preferences as soon as you can after they request a change. If you contact walkers via email, make sure you give them the option of unsubscribing or emailing and asking to be opted-out.

Are we able to use our own contact lists, or do we need to use the Walking for Health database to store our walkers' personal data?

The Walking for Health database provides a way for your scheme to manage and store your walkers' data securely. However, if you'd prefer to use an external contact list (for instance a spreadsheet, an email campaign management tool such as Mailchimp, or as a list in an email provider) you need to make sure it's kept secure and is GDPR compliant (see 6 steps above).

We send a monthly walks programme/newsletter to all our walkers – can we still do this?

Sending a monthly walks programme or newsletter to your walkers is a great thing to do, however you must only do so if your walkers have consented to receiving information from you. Use the 'Six steps to ensuring that you have consent' above to understand whether you have consent from your walkers to do this.

We contact walkers in advance if a walk is cancelled, can we still do this?

If you expect that walkers might turn up to a walk that has been cancelled, you have a legitimate reason to contact them without having their explicit consent. In this example, you should only contact walkers who you believe are affected by the cancelled walk, and do not contact any walkers who have not taken part in your walks for a long time, or who have never attended the affected walks.

We'd like to email walkers to let them know about volunteering opportunities or training days, can we still do this?

This does not count as legitimate interest, so you would need to ensure you have the correct consent to email your walkers about this. Check the 6 steps above to ensure you have consent.

We sometimes take photos of people on our walks, can we publish them?

Photographs of people are a type of personal data. However, there is not yet detailed guidance about how the GDPR applies to photos. Nevertheless, you should always seek consent before taking or publishing photos. We recommend that in the case of:

- **Staged photos of a group where you gather a group of people together to take a photo (for example, after completing a path maintenance activity, or at the top of a hill during a group walk):**

You must inform the group if the photo will be published and where (for example, your website, social media, a newsletter) and confirm people are willing to be photographed for that purpose.

If you wish to use this photo for commercial or marketing purposes (for example, on a printed leaflet), or identify individuals by name, you will need to be able to demonstrate their consent. The easiest way to do this is by completing a written photo consent form.

However, if you are simply showcasing your scheme's activity on your website, social media, newsletter (online or print), and you don't identify people by name or share other personal data, you do not need their written consent.

- **Candid photos of a group taken when people weren't aware and aren't easily identifiable (for example, a group walking along the coast in the distance):**

If you wish to use this photo for commercial or marketing purposes (for example, on a printed leaflet), or identify individuals by name, you will need to be able to demonstrate their consent. The easiest way to do this is by completing a written photo consent form.

However, if you are simply showcasing your scheme's activity on your website, social media, newsletter (online or print), and you don't identify people by name or share other personal data, you do not need their written consent.

- **Photos of one or two people where the individuals are the main focus of the photo and are identifiable:**

You must inform the person/people if the photo will be published and where (for example, your website, social media, a newsletter) and confirm they are willing to be photographed for that purpose.

If you wish to publish the photo in any way (for example, on your website, newsletter, social media or printed materials), you will need to be able to demonstrate their consent. The easiest way to do this is by completing a written photo consent form.

- **Photos of children:**

You must not take photos of children unless their parent or legal guardian has given explicit permission. If you wish to publish the photo in any way (for example, on your website, newsletter, social media or printed materials), you also need to have the consent of their parent or legal guardian. The easiest way to do this is by completing a written photo consent form.

Some of our walkers and volunteers are friends – can they still email each other, take photos etc?

Yes, of course. The main thing to remember is if you're doing a volunteer activity on behalf of Ramblers Walking for Health, for example sending out a newsletter or taking a photo for your Ramblers group Facebook page, then you need to follow our GDPR guidelines.

What happens if there is a data breach?

If a data breach has occurred, or you are worried one might have, please notify the Ramblers data protection officer (dataprotectionofficer@ramblers.org.uk) within 24 hours who will advise on next steps.

Contacting volunteers FAQs

I email my volunteers their monthly/quarterly walk rota – can I still do this?

Yes – as this directly relates to their agreed role with your scheme, you would still be able to do this without having their explicit consent. However it's always best and more secure to ensure you're collecting consent in line with the above six steps.

My volunteers share their contact information between themselves so that they can help each other with covering shifts, are they still able to do this?

Yes – volunteers can share their information amongst each other, provided they understand it is for that purpose.