

# West Midlands Moths (WMM)

([westmidlandsmoths.co.uk](http://westmidlandsmoths.co.uk))

## Data Policy / Privacy Policy

This policy concerns the collection, use and sharing of records and photographs by WMM (West Midlands Moths - [westmidlandsmoths.co.uk](http://westmidlandsmoths.co.uk)). We believe that everyone involved in the transmission of a record, from the field observation to the end user, should be aware of, understand and agree with the following terms and conditions that govern the collation and dissemination of WMM data. This data policy may be subject to revision at any time in the future after due consultation. Please review the latest version of this policy regularly.

### First principles

- The WMM aims to maximise the use of records and data to promote understanding, recording and conservation of moths and their habitats. WMM records will be made available in a controlled and managed way to fulfil this aim.
- By agreeing to this policy, recorders supplying records and photographs to the WMM, will be considered to have granted permission for the WMM to use the records and photographs as outlined in this policy.
- Nevertheless, recorders will retain ownership of their records and photographs and, of course, are free to use them as they wish. The WMM will own the dataset and use it in accordance with this policy.
- Recorders may request removal of records or personal information from the WMM dataset by contacting the WMM here - [westmidlandsmoths.co.uk/help.php](http://westmidlandsmoths.co.uk/help.php)
- The WMM will promote this data policy on the website so that recorders can make an informed choice about submitting records and photographs.

### Some specifics

- **Use of WMM data.** Records will be used to provide feedback to moth recorders and to stimulate further recording, as well as to inform conservation decision-making, the planning system, research, education, policy development, increasing public awareness and other uses in line with the stated aims of the WMM.
- **Use of Images.** All images remain the exclusive copyright of their respective owners. Each photograph is credited with the owner's name. Permission to use any photographs must be sought from the copyright holder themselves. By submitting/uploading images to [westmidlandsmoths.co.uk](http://westmidlandsmoths.co.uk), you will be considered to have granted permission for them to be displayed on [westmidlandsmoths.co.uk](http://westmidlandsmoths.co.uk) and WMM newsletters.
- **Sharing WMM data.** Summary distribution information (at tetrad & monad grid square resolution) will be made available to members through maps and listings on the [westmidlandsmoths.co.uk](http://westmidlandsmoths.co.uk) web site. This is to provide feedback and information to moth recorders and to support not-for-profit decision-making, education, research and other public-benefit purposes. Data will be exchanged directly with Butterfly Conservation and select National moth recording schemes.

- **Restrictions.** WMM reserve the right to refuse requests for data. Access to data may be restricted if making data available increases the risk of damage to moth populations and habitats or undermines in any way the collation of volunteered records through the WMM. Records of an agreed list of species (shown in Appendix 1) are considered to be sensitive and will not be made openly available.

## Personal details

- **What personal data do we hold?** We hold personal data consisting of your name, address, email address and phone number (when provided). This is stored electronically and securely and will be managed in accordance with the EU General Data Protection Regulation (GDPR) or subsequent legal provisions.
- **What personal data do we share?** We only share your name. You are considered to have granted permission for the WMM to publish your name on the westmidlandsmoths.co.uk web site unless otherwise informed.
- **What data don't we share?** Your address and contact details will not be published on westmidlandsmoths.co.uk or any WMM affiliated web sites, social media or WMM newsletters without your permission.  
Your postal address and contact details will not be made available to the general public or third parties without your permission.
- **Can I see my personal data?** You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information please contact us here - [westmidlandsmoths.co.uk/help.php](http://westmidlandsmoths.co.uk/help.php) You may also request the removal of personal information.
- **Are you happy?** GDPR states that all personal data held should be on an opt in basis. We want to be sure you wish to remain on our system, if you wish to opt out this can be done by contacting us here - [westmidlandsmoths.co.uk/help.php](http://westmidlandsmoths.co.uk/help.php)

## Website

You agree to use the westmidlandsmoths.co.uk website only for lawful purposes and in a way that does not infringe the rights of or restrict or inhibit anyone else's use and enjoyment of the Site.

The website may contain material, views and opinions that are not representative of the WMM. You agree that all content is provided on an "as is" basis and that the Website is intended for general use without any specific purpose. You accept that this Website is not guaranteed to be free of errors and may not be available uninterrupted at all times. Under no circumstances will the WMM be liable for any of the following losses or damage (whether such losses are foreseen, foreseeable, known or otherwise): (a) loss of data; (b) loss of revenue or anticipated profits; (c) loss of business; (d) loss of opportunity; (e) loss of goodwill or injury to reputation; (f) losses suffered by third parties; or (g) any other loss indirect, consequential, special or exemplary damages arising from the use of the Site regardless of the form of action.

**Cookies.** Cookies are small pieces of information left on your computer that identify you.

The WMM may set cookies on your computer. In most cases the functionality of the website will remain whilst logged on if you choose not to accept cookies. Whilst logged off you may experience some limitation of services if you choose not to accept cookies.

For more information please read our Cookies Policy - [westmidlandsmoths.co.uk/cookies-policy.pdf](https://westmidlandsmoths.co.uk/cookies-policy.pdf)

When you submit contributions, you warrant that:

- (a) they are your own work or you have the right to make this contribution available,
- (b) they are not defamatory and do not infringe any law, and that
- (c) you indemnify the WMM against all legal fees, damages and other expenses that may be incurred by the WMM as a result of your breach of the above warranty.

The WMM reserves the right to remove or edit any material considered inappropriate.

## How to contact us

Please contact us if you have any questions about our privacy policy or information we hold about you - [westmidlandsmoths.co.uk/help.php](https://westmidlandsmoths.co.uk/help.php)

### Appendix 1

#### **Sensitive species**

Records of the following species are currently considered sensitive, although the list will be regularly reviewed by WMM.

Barred Tooth-striped (*Trichopteryx polycommata*)  
Bedstraw Hawk-moth (*Hyles gallii*) (Larval records)  
*Coleophora hydrolapathella* (Water-dock Case-bearer)  
*Coleophora tricolor* (Basil-thyme Case-bearer)  
Reed Leopard (*Phragmataecia castaneae*)  
Scarce Vapourer (*Orgyia recens*)  
Shaded Fan-foot (*Herminia tarsicrinalis*)  
Narrow-bordered Bee Hawk-moth (*Hemaris tityus*)