

Privacy Notice

Last updated: August 2026

Who we are

Rural Insights is an independent platform providing evidence-based analysis, commentary and information about rural policy, places, systems, risks, opportunities and resilience.

If you have any questions about this privacy notice or how your personal information is used, please contact:

Email: hello@ruralinsights.co.uk

Postal address: 2 Albany Way, Bristol BS30 8UA

What information we collect

We may collect:

- Name
- Email address
- Organisation name
- Job title
- Marketing and communication preferences
- Information you provide when contacting Rural Insights
- Website usage information collected through cookies and analytics tools

How we use your information

We use personal information to:

- Send monthly briefings and updates where you have requested them
- Manage subscriptions and communication preferences
- Respond to enquiries
- Improve Rural Insights content, communications and website performance
- Understand how people engage with Rural Insights content

Lawful basis for processing

We rely on the following lawful bases under UK GDPR:

Consent

Where you subscribe to receive newsletters, updates or other communications from Rural Insights.

You can withdraw your consent at any time by using the unsubscribe link included in emails or by contacting us.

Legitimate interests

We may process limited personal information where this is necessary for the legitimate interests of Rural Insights, including:

- Managing and maintaining subscriber records
- Responding to enquiries
- Improving website content and user experience
- Understanding audience interests and engagement

We only do this where our legitimate interests do not override your rights and freedoms.

Where we get personal information from

We obtain personal information:

- Directly from individuals who subscribe to Rural Insights communications
- Directly from individuals who contact us
- From publicly available professional information where relevant to Rural Insights activities

How we store and share information

Personal information may be stored using secure third-party systems that support Rural Insights activities, including:

- Email and communication platforms
- Customer relationship management systems (CRM)
- Website hosting and analytics providers

We do not sell personal information.

We only share personal information where necessary to operate Rural Insights or where required by law.

How long we keep information

We keep personal information only for as long as necessary.

Typically:

- Briefing subscriber information is retained until a person unsubscribes or asks to be removed.
- Enquiries and correspondence are retained only as long as needed to respond and maintain appropriate records.

- Website analytics information is retained in line with the settings of the analytics platform used.

Your rights

Under UK data protection law, you have the right to:

- Access your personal information
- Correct inaccurate information
- Request deletion of your information
- Restrict processing
- Object to processing
- Request transfer of information where applicable
- Withdraw consent where consent is the legal basis

To exercise any of these rights, please contact us using the details above.

Complaints

If you have concerns about how your personal information is being used, please contact Rural Insights.

You also have the right to complain to the Information Commissioner's Office (ICO):

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 0303 123 1113

Website: <https://ico.org.uk>