

ANIMALS **MATTER** TO ME

DATA MANAGEMENT

The Animals Matter To Me website is the key source of names and the official count of names received. Names received onto the site, regardless of their source, will not be shared or passed to any other organisation. All parties involved with the data management on behalf of Animals Matter To Me are registered under the Data Protection Act.

Uploading Petition Counts

Any organisation that uses the paper petition to collect signatures is requested to upload a count of the signatures received onto the Animals Matter to Me website so that the petition total is kept up to date. Please count the petition signatures received and upload the count and country of origin onto the website via the upload form which can be found at www.animalsmatter.org/upload

Uploading Names

We hope that all participating organisations will use the animalsmatter.org website as their primary petition site. However, we understand that some organisations will wish to capture their own names for marketing purposes via their own site or via email, SMS and other means.

If you chose to capture names via an alternative means please upload those names onto the animalsmatter.org site via the upload form which can be found at www.animalsmatter.org/upload The data must be formatted as a CSV file. The data file format is enclosed on the following sheet

Tracking

We will provide feedback of the click-through and visitor numbers to the www.animalsmatter.org website for each organisation.

When you register your participation at www.animalsmatter.org/join you will be asked to select organisation name and country. We will then generate a referral URL in the format

www.animalsmatter.org/name_countrycode

If your organisation has a country based structure we need each office to sign up individually and will generate a code for each signup such as

www.animalsmatter.org/WSPA_UK

www.animalsmatter.org/WSPA_OZ

www.animalsmatter.org/WSPA_CA

If you then wish to subdivide these referral codes by media or campaign you can add a further subdivision in the form

www.animalsmatter.org/name_countrycode_subdivision

such as

www.animalsmatter.org/WSPA_NE_guardian

Data Protection

Animals Matter To Me is managed from the UK and therefore subject to the Data Protection Act.

All petitions in the EU, both on and offline, must conform to the Data Protection Act and should therefore carry the following header:

If you would like to be updated about the campaign please provide us with your email address below.

Problems and Help

If you have any difficulties with uploading names or inputting petition counts please contact help@animalsmatter.org

Data Upload

Please create a .CSV file in the following file format and upload the data the upload form which can be found at www.animalsmatter.org/upload.

- First name (mandatory field)
- Surname (mandatory field)
- Country (mandatory field)
- Email Address
- Over 18
- Update Me
- Address1
- Address2
- Town
- County
- Postcode
- Why Do Animals Matter To You
- Date Captured