



The Anglesey Agricultural Society (AAS)

Data Protection & Privacy Notice

1. INTRODUCTION

The Anglesey Agricultural Society is committed to protecting your privacy and security. This policy explains how and why we use your personal data, to ensure you remain informed and in control of your information.

AAS will ask its members and supporters to “opt-in” for marketing communications. This is in accordance with the General Data Protection Regulation which came into force on 25th May 2018 and sets out the rules which govern how we can communicate with you. Therefore, we are introducing a new approach that relies on you giving us your consent about how we can contact you. This means you’ll have the choice as to whether you want to receive information and be able to select how you want to receive them (email, phone or post). You can decide not to receive communications or change how we contact you at any time. If you wish to do so please contact the Show Administrator by emailing info@angleseyshow.org.uk, or writing to The Show Administrator, The Anglesey Agricultural Society, “Ty Glyn Williams”, The Showground, Gwalchmai, Holyhead, Anglesey LL65 4RW or telephoning 01407 720072 (Office Opening Hours 9am – 4.30pm, Mon – Fri).

We will never sell your personal data and will only ever share it with organisations we work with where necessary and if its privacy and security are guaranteed. Any questions you have in relation to this policy or how we use your personal data should be sent to info@angleseyshow.org.uk or addressed to The Show Administrator, The Anglesey Agricultural Society, “Ty Glyn Williams”, The Showground, Gwalchmai, Holyhead, Anglesey LL65 4RW.

2. ABOUT US

Your personal data (i.e. any information which identifies you, or which can be identified as relating to you personally) will be collected and used by the Anglesey Agricultural Society (charity no. 510048 in England and Wales). The Anglesey Agricultural Society is based at “Ty Glyn Williams”, The Showground, Gwalchmai, Holyhead, Anglesey LL65 4RW and for the purposes of data protection law, The Anglesey Agricultural Society will be the data controller.

3. WHAT INFORMATION WE COLLECT

Personal data you provide

We obtain personal data about you when you make an enquiry, join us as a member, apply to compete at our events, to officiate as a judge at our events, make a donation, place an order to purchase goods or services from us, are a point of contact for a Breed Club or Affiliated Show/Society or volunteer for us. For example:

- personal details (name, date of birth, email, address, telephone etc.) when you join as a member or supporter

- financial information (payment information such as credit/debit card or direct debit details, and whether donations are gift-aided. Please see section 8 for more information on payment security)
- if you purchase Anglesey Agricultural Society membership as a gift for someone, join as a family or are the parent/guardian of one of our juvenile exhibitors or supporters, your details will be recorded (as will the recipients) and your relationship to that person will be recorded
- your activities and involvement with AAS will result in personal data being created. This could include details of how you've helped us by volunteering or being involved with the Anglesey County Show, Anglesey Winter Show and other activities
- if you decide to donate to us then we will keep records of when and how much you give
- record details of purchases from the AAS and the despatch address to enable delivery
- acting as a point of contact for a Breed Club or Affiliated Show or Society/ Association
- publication of results to Breed Club or Affiliated Show or Society/Associations, press and on the AAS website.

Information we generate

We will include personal data in the form of results for members and non-members who have achieved a placing at the Annual Anglesey County Show and Anglesey Winter Show. This may include personal information regarding non-members who have taken part. We may also publish details of those members and supporters who win awards or trophies.

Information from third parties

We sometimes receive personal data about individuals from third parties. For example, details from Breed Societies and Clubs.

Sensitive personal data

We do not normally collect or store sensitive personal data (such as information relating to health, beliefs or political affiliation) about supporters and members. However, there are some situations where this will occur (e.g. if you volunteer with us or if you have an accident at a AAS meeting or event). If this does occur, we'll take extra care to ensure your privacy rights are protected.

Accidents or incidents

If an accident or incident occurs on our property, at one of our events or involving one of our staff (including volunteers) then we'll keep a record of this (which may include personal data and sensitive personal data).

Volunteers

If you are a volunteer, then we may collect extra information about you (e.g. references, criminal records checks, details of emergency contacts, medical conditions etc.). This information will be retained for legal reasons, to protect us (including in the event of an insurance or legal claim) and for safeguarding purposes.

4. HOW WE USE INFORMATION

We only ever use your personal data with your consent, or where it is necessary in order to:

- enter into, or perform, a contract with you such membership services, participation in fundraising events such as the Anglesey County Show, Anglesey Winter Show;
- sale of goods from the AAS;
- comply with a legal duty;
- protect your vital interests;

- for our own (or a third party's) lawful interests, provided your rights don't override these.

In any event, we'll only use your information for the purpose or purposes it was collected for (or else for closely related purposes):

- we use personal data to communicate with people, to promote the AAS, this includes keeping you up to date with our news, updates, campaigns and fundraising information.
- helping us respect your choices and preferences (e.g. if you ask not to receive marketing material, we'll keep a record of this).
- we use personal data for administrative purposes (i.e. to carry on our charity and breed conservation work, provide membership services and run the Annual Anglesey County Show & Anglesey Winter Show. This includes:
 - ❖ receiving donations (e.g. direct debits or gift-aid instructions);
 - ❖ maintaining databases of our volunteers, members and supporters;
 - ❖ performing our obligations under membership agreements
 - ❖ fulfilling orders for goods or services (whether placed online, over the phone or in person);

5. DISCLOSING AND SHARING DATA

We will never sell your personal data. If you have opted-in to marketing, we may contact you with information about our partners, or third-party products and services, but these communications will always come from AAS and will usually be incorporated into our own marketing materials (e.g. advertisements in magazines or newsletters). We may share personal data with subcontractors or suppliers who provide us with services. For example, if you enter the Anglesey County Show and/or Anglesey Winter Shows then your details will be shared with the print company printing the catalogue. However, these activities will be carried out under a contract which imposes strict requirements on our supplier to keep your information confidential and secure. Data relevant to the financial transactions of the AAS will be shared with our appointed accountant/appointed auditor.

6. MARKETING

AAS will ask its supporters to "opt-in" for marketing communications. This includes all our marketing communications (the term marketing is broadly defined and, for instance, covers information about the delivery of the aims and objectives of the AAS). This means you'll have the choice as to whether you want to receive this information and be able to select how you want to receive them (post, phone, email).

You can decide not to receive communications or change how we contact you at any time. If you wish to do so please contact The Show Administrator by emailing info@angleseyshow.org.uk or The Anglesey Agricultural Society, "Ty Glyn Williams", The Showground, Gwalchmai, Holyhead, Anglesey LL65 4RW or telephoning 01407 720072 (Office Opening Hours 9am – 4.30pm, Mon – Fri).

What does 'marketing' mean?

Marketing does not just mean offering things for sale, but also includes news and information about:

- our charity, campaigns and delivery of the aims and objectives;
- participation in the Anglesey County Show and Anglesey Winter Show
- affiliated shows and societies and Breed Clubs including forthcoming shows and results;
- AAS benefits and offers;
- volunteering opportunities;
- appeals and fundraising (including donations and also competitions, raffles etc.);
- our events, activities;

- products, services and offers (our own, and those of third parties which may interest you);
- leaving a legacy;
- taking part in projects;
- being a Judge at our events;

AAS Publications

Membership newsletters, Yearbook and Show schedules are provided as a benefit to our members. We send these out to all our members (unless you specifically ask us not to), however, please be aware that membership publications may include advertisements, competitions and fundraising information.

Fundraising

As a charity, we partly rely on donations. From time to time, we will contact members and supporters with fundraising material and communications. This might be about a fundraising appeal, the Anglesey County Show & Anglesey Winter Show or to suggest ways you can raise funds (e.g. a sponsored event or activity, or even buying a product if AAS will receive some of the proceeds). As with other marketing communications, we'll only contact you specifically about fundraising if you've opted into to receiving marketing from us (and you can, of course, unsubscribe at any time). The majority of the fundraising marketing will take place within AAS Newsletters, Yearbook or other publications such as the Show's Schedules and/or Catalogues.

7. YOUNG PEOPLE

We want young people to join in Anglesey Agricultural Society's activities and there are opportunities in our publications for members to share their photos, stories and pictures. If we publish your child's picture, photo or story, we'll usually include their first name and age with it. If they write an article or story for us, we might also include their surname alongside it. If your child enters a competition or class at a show and is one of the lucky winners or placed, we'll publish their name and winning entry alongside the other winners. Parental permission: If your child is under 18 then we'll need permission from you as their parent or guardian for them to enter one of our competitions or to share a picture, photo or story with us.

Information for parents

We take great care to protect and respect the rights of individuals in relation to their personal data, especially in the case of children. If your child is under 18, we'll only use his or her personal data with your consent. This means that, for example, if your child wants to have his or her name or picture featured in one of our member publications, we'll need you to confirm you're happy for us to do so. We won't send marketing emails, letters, calls or messages to under 18 year-olds for the sole purpose of fundraising. In order to make a donation to AAS or order things from us, you need to be an adult. AAS adult membership is available to individuals aged 18 and over. We won't use young people's personal data for marketing purposes.

8. HOW WE PROTECT DATA

We employ a variety of physical and technical measures to keep your data safe and to prevent unauthorised access to or use or disclosure of your personal information. Electronic data and databases are stored on secure computer systems and we control who has access to information (using both physical and electronic means). Our staff & Trustees receive data protection training which personnel are required to follow when handling personal data.

Payment security

All electronic AAS forms that request financial data will use the Secure Sockets Layer (SSL) protocol to encrypt the data between your browser and our servers. If you use a credit card to donate,

purchase a membership, pay entry fees or purchase something on-line we will pass your credit card details securely to our payment providers (Stripe & Worldpay). AAS complies with the payment card industry data security standard (PCI-DSS) published by the PCI Security Standards Council, and will never store card details. Of course, we cannot guarantee the security of your home computer or the internet, and any online communications (e.g. information provided by email or our website) are at the user's own risk.

9. STORAGE

The AAS's operations are based in the UK and we store our data within the European Union. Some organisations which provide services to us may transfer personal data outside of the EEA, but we'll only allow them to do if your data is adequately protected. Computers are password protected and data is encrypted. For example, some of our systems use Microsoft products. As a US company, it may be that using their products result in personal data being transferred to or accessible from the US. However, we'll allow this as we are certain personal data will still be adequately protected (as Microsoft is certified under the USA's Privacy Shield scheme).

How long we store information

We will only use and store information for so long as it is required for the purposes it was collected for. How long information will be stored for depends on the information in question and what it is being used for. For example, if you ask us not to send you marketing emails, we will stop storing your emails for marketing purposes (though we'll keep a record of your preference not to be emailed). All information provided in paper format is stored securely at the AAS registered office at "Ty Glyn Williams", The Showground, Gwalchmai, Holyhead, Anglesey LL65 4RW and is only handled by the Office Staff. We continually review what information we hold and delete/destroy securely what is no longer required. We never store payment card information.

10. KEEPING YOU IN CONTROL

We want to ensure you remain in control of your personal data. Part of this is making sure you understand your legal rights, which are as follows:

- the right to confirmation as to whether or not we have your personal data and, if we do, to obtain a copy of the personal information we hold (this is known as subject access request);
- the right to have your data erased (though this will not apply where it is necessary for us to continue to use the data for a lawful reason);
- the right to have inaccurate data rectified;
- the right to object to your data being used for marketing or profiling; and
- where technically feasible, you have the right to personal data you have provided to us which we process automatically on the basis of your consent or the performance of a contract. This information will be provided in a common electronic format.

Please keep in mind that there are exceptions to the rights above and, though we will always try to respond to your satisfaction, there may be situations where we are unable to do so. If you would like further information on your rights or wish to exercise them, please write to The Show Administrator at The Anglesey Agricultural Society, "Ty Glyn Williams", The Showground, Gwalchmai, Holyhead, Anglesey LL65 4RW or email info@angleseyshow.org.uk

Complaints

You can complain to the AAS directly by contacting our Show Administrator using the details set out above. If you wish to make a complaint (including a complaint about fundraising activity) which does not directly relate to your data protection and privacy rights, you can do so in accordance with our [charity's complaints policy](#). If you are not happy with our response, or you believe that your data

protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office which regulates and enforces data protection law in the UK. Details of how to do this can be found at www.ico.org.uk

11. COOKIES AND LINKS TO OTHER SITES

Cookies

Our website uses local storage (such as cookies) to provide you with the best possible experience and to allow you to make use of certain functionality (such as being able to shop online).

Links to other sites

Our website contains hyperlinks to many other websites. We are not responsible for the content or functionality of any of those external websites (but please let us know if a link is not working by emailing info@angleseyshow.org.uk, or writing to The Show Administrator, The Anglesey Agricultural Society, "Ty Glyn Williams", The Showground, Gwalchmai, Holyhead, Anglesey LL65 4RW or telephoning 01407 720072 (Office Opening Hours 9am – 4.30pm, Mon – Fri).

If an external website requests personal information from you (e.g. in connection with an order for goods or services), the information you provide will not be covered by the AAS's Privacy Policy. We suggest you read the privacy policy of any website before providing any personal information.

When purchasing goods or services from any of the businesses that our site links to, you will be entering into a contract with them (agreeing to their terms and conditions) and not with AAS.

12. CHANGES TO THIS PRIVACY POLICY

We'll amend this Privacy Policy from time to time to ensure it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our Privacy Policy will always be posted on our website.

This Privacy Policy was last updated on 06/05/19.

Review

These policies and procedures will be reviewed periodically to ensure compliance with changes in law and equality and diversity legislation.

Adopted on: 6th March 2019

To be reviewed: March 2020 (if not earlier)