**Privacy Policy**

The Welsh Black Cattle Society are committed to protecting and respecting your privacy. For any personal data you provide for the purposes of your membership, the Welsh Black Cattle Society is the Data Controller and is responsible for storing and otherwise processing that data in a fair, lawful, secure and transparent way.

Please read this privacy policy carefully as it contains important information on who we are and how and why we collect, store, use and share your personal information. It also explains your rights in relation to your personal information and how to contact us or supervisory authorities in the event you have a complaint.

**What personal data we hold on you**

You may give us information about you by filling in forms at an event or online, or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register with the Welsh Black Cattle Society, subscribe to our newsletter, or participate in discussion boards on our website or social media pages. The information you give us may include:

* your name and contact information, including email address and telephone number
* information to enable us to check and verify your identity e.g. your date of birth
* location data, if you choose to give this to us
* your billing information, transaction and payment card information
* your personal and professional interests
* your online presence
* your contact history, purchase history and saved items
* information from accounts you link to us e.g. Facebook
* Information to enable us to undertake credit or other financial checks on you
* Information to enable us to undertake birth notifications and checks
* Information about how you use our website, IT, communication and other systems
* Your responses to surveys, competitions and promotions.

**How your personal information is collected**

We collect most of this personal information directly from you – in person, by telephone, text or email and via our website. This includes information you provide when you register with the Welsh Black Cattle Society.

**How and why we use your personal information**

The reason we need your personal information to be able to administer your membership, and provide the membership services you are signing up to when you register with the Society. Our lawful basis for processing your personal data is that we have a contractual obligation to you as a member to provide the services you are registering for.

Reasons we need to process your data include:

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| **What we use your personal information for** | **Our reasons** |
| To provide products and membership services to you | For the performance of our contract with you or to take steps at your request before entering into a contract |
| External checks when obtaining parentage analysis to determine myostatin status to create a SNP profile for your cattle | For the performance of our contract with you or to take steps at your request before entering into a contract  For our on legitimate interests of those of a third party i.e. to make sure we maintain and operate at the highest standards |
| Creating and recording approved prefixes for your cattle and providing traceability via the Society’s online database system | For the performance of our contract with you or to take steps at your request before entering into a contract  For our on legitimate interests of those of a third party i.e. to make sure we maintain and operate at the highest standards |
| Gathering and providing information required by or relating to audits, enquiries or investigations by regulatory bodies | To comply with our legal and regulatory obligations |
| Ensuring policies are adhered to e.g. policies covering security and internet use | For our on legitimate interests of those of a third party i.e. to make sure we are following our own internal procedures so we can deliver the best service to you. |
| Operations reasons, such as improving efficiency, training and quality control | For our legitimate interests or those of a third party i.e. to be as efficient as we can be to deliver the best membership services to you |
| Statistical analysis to help manage the Society e.g. in relation to our membership numbers and trends | For our legitimate interests or those of a third party i.e. to ensure we deliver quality membership services |
| Updating membership records | For the performance of our contract with you or to take steps at your request before entering into a contract  To comply with our legal and regulatory obligations  For our legitimate interests or those of a third party e.g. making sure we keep in touch with our members |
| Statutory returns | To comply with our legal and regulatory obligations |
| Ensuring safe working practices, staff administration and assessments | To comply with our legal regulatory obligations  For our legitimate interests or those of a third party e.g. to make sure we are following our own internal procedures and working efficiently so we can deliver the best service to you. |
| Marketing our services to existing and former members and third parties who have expressed an interest in our services, including regular newsletters and publication online through the Welsh Black Cattle Society website | For our legitimate interests or those of a third party e.g. to promote the Society to existing and former customers |
| For membership and Society management including sharing of data with Society Trustees to provide information about the Society activities and management | To comply with our legal regulatory obligations  For our legitimate interests or those of a third party e.g. to make sure we are following our own internal procedures and working efficiently so we can deliver the best service to you. |
| Recording achievements and awards of members may be retained in results, Society records, minutes of meetings, newsletters, articles and print clippings and within the Welsh Black Society Journal | For our legitimate interests or those of a third party e.g. to make sure we develop and promote the Welsh Black and working efficiently so we can deliver the best service to you. |

On occasion we may collect personal data from non-members (e.g. any non-member participant who fills in a form at an event or requests information about the Society). This information will be stored for 12 months after an event and then destroyed securely. Our lawful basis for processing data is consent. Therefore, we will also need explicit consent from non-members to process this data, which we will ask for at the point of collecting it.

The club has the following social media pages: Facebook, and Twitter. All members are free to join these pages. If you join one of the Social Media pages, please note that the provider of the social media platform(s) have their own privacy policies and that the club do not accept any responsibility or liability for these policies.  Please check these policies before you submit any personal data on the club social media pages.

From time to time at society and other events photographs may be taken of club members by individuals who may or may not be members of the club. These are often posted on social media platforms and may be posted on the Welsh Black Cattle Society’s website or may just be held by the taker

**Who we share your personal data with**

When you become a member of or renew your membership with the Welsh Black Cattle Society, every breeding member must adopt an approved prefix before registering stock. We will provide Weatherbys Scientific with your personal data which they will use together with the cattle DNA provided to create an SNP profile which will be used for the purposes of parentage analysis and to determine the myostatin status of your cattle. If you have any questions about the continuing privacy of your personal data when it is shared with Weatherbys Scientific then please see. http://weatherbysscientific.com/privacy-policy/

In addition, we routinely share personal information with:

* Third parties we use to deliver our services to you e.g. payment service providers
* Other third parties we use to help run the Society e.g. our Trustees and other committee members including appointed Judges, marketing agencies and website hosts.
* Our insurers and brokers
* Our banks
* Third parties approved by you e.g. social media sites you chose to link your account to.

We only allow our service providers to handle your personal information if we are satisfied they take appropriate measures to protect your personal information

We may disclose and exchange information with law enforcement agencies and regulatory bodies to comply with our legal and regulatory obligations.

**Promotional communications**

We may use your personal information to send you updates (by email, text message, telephone or post) about our Society and services, including promotions, cattle sales and events.

We have a legitimate interest in processing your personal information for promotional purposes (see above ‘How and why we use your personal information’). This means we do not usually need your consent to send you promotional communications. However, where consent is needed, we will ask for this consent separately and clearly.

You have the right to opt out of receiving promotional communications at any time by contacting us at Welsh Black Cattle Society, 13 Bangor Street, Caernarfon, LL55 1AP.

We may ask you to confirm or update your marketing preferences if you instruct us to provide further services in the future, or if there are changes in the law, regulation, or the structure of our Society.

**Where your personal information is held**

Information may be held at our offices, third party representatives and agents as described above.

**Transferring your personal information out of the EEA**

To deliver services to you, it is sometimes necessary for us to share your personal information outside the European Economic Area (EEA), e.g. if you are based outside the EEA.

These transfers are subject to special rules under European and UK data protection law. Non-EEA countries do not have the same data protection laws as the United Kingdom and EEA. We will, however, ensure the transfer complies with data protection law and all personal information will be secure.

**How long we hold your personal information**

We will hold your personal data on file for as long as you are a member with us. Membership data is updated every year. Any personal data we hold on you will be securely destroyed after 2 months after an individual has ceased membership of the Welsh Black Cattle Society (apart from data contained in the Herd Book and records or awards and achievements which will be kept for historical purposes). Your data is not processed for any further purposes other than those detailed in this policy.

**Your rights regarding your personal data**

You have the following rights, which you can exercise free of charge:

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| Access | The right to be provided with a copy of your personal information (the right of access) |
| Rectification | The right to require us to correct any mistakes in your personal information |
| To be forgotten | The right to require us to delete your personal information—in certain situations |
| Restriction of processing | The right to require us to restrict processing of your personal information—in certain circumstances, e.g. if you contest the accuracy of the data |
| Data portability | The right to receive the personal information you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations |
| To object | The right to object:  —at any time to your personal information being processed for direct marketing (including profiling);  —in certain other situations to our continued processing of your personal information, e.g. processing carried out for the purpose of our legitimate interests. |
| Not to be subject to automated individual decision-making | The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you |

If you would like to exercise any of those rights, please:

* email, call or write to us see below: ‘**How to contact us**’; and
* let us have enough information to identify you *(e.g your full name and address)*
* let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill); and
* let us know what right you want to exercise and the information to which your request relates.

**Keeping your personal information secure**

We have appropriate security measures to prevent personal information from being accidentally lost, or used or accessed unlawfully. We limit access to your personal information to those who have a genuine business need to access it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

**How to complain**

We hope that we can resolve any query or concern you may raise about our use of your information.

The General Data Protection Regulation also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at https://ico.org.uk/concerns or telephone: 0303 123 1113.

**How to contact us**

Please contact us by post, email or telephone if you have any questions about this privacy policy or the information we hold about you.

Our contact details are shown below:

| **Our contact details** |
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| Welsh Black Cattle Society  13 Bangor Street  Caernarfon  LL55 1AP  01286 672391  welshblack@btclick.com |