



British Pig Association Privacy Notice



Date of last revision: 25 May 2018

Introduction

This Privacy Notice describes how the British Pig Association (BPA) uses and takes care of the personal information that we collect.

At BPA we take the privacy and security of your personal information very seriously. We will never sell your information to third parties and the sensitive business information you provide will be treated as 'commercial in confidence' by us. We commit to protect and respect any personal information you share with us, or that we legitimately get about you from other organisations. We will be clear when we collect your information and not to do anything you wouldn't reasonably expect.

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1. Scope

This Privacy Policy only applies to BPA's activities and its websites.

Where links are provided from our websites to third party websites or partnership websites, BPA is not responsible for those websites and a link to them does not imply endorsement.

This Privacy Policy shall be governed by the laws of England and Wales.

2. Who we are and how you can contact us

The British Pig Association (BPA) is a not for profit company limited by guarantee and a charity registered with the Charity Commission for England and Wales. We are breed society registered with the Department of Environment, Food and Rural Affairs. We are funded through membership subscriptions and charges for pedigree services as well as charitable donations and grants. Our purpose is to support and promote British pedigree pig breeds and their keepers. Established in 1884 and classified as an establishment in the zootechnical field approved or recognised for maintaining or establishing herd-books in the United Kingdom we operate herdbooks for pigs of the Berkshire, British Landrace, British Saddleback, Duroc, Gloucestershire Old Spots, Hampshire, Large Black, Large White, Mangalitza, Middle White, Oxford Sandy & Black, Pietrain, Tamworth and Welsh breeds and their progeny. We also provide services for keepers of these breeds in other countries. You can find out more about us at www.britishpigs.org. Our registered office is in Cambridgeshire, United Kingdom.

If you have a query and you think you know person you want to contact then visit www.britishpigs.org.uk/contact.htm for further details.



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Alternatively you can write to Marcus Bates, Data Protection Officer (DPO), BPA, Trumpington Mews, 40b High Street, Trumpington, Cambridge CB2 9LS. Or email bpa@britishpigs.org

The independent supervisory authority in the UK to uphold information rights is the Information Commissioner's Office (ICO). Details on how to contact the ICO can be found at www.ico.org.uk/global/contact-us/.

What we use personal information for

At BPA we collect and use personal information for the purpose of complying with our obligations as a breed society and our charitable aims for the conservation and promotion of British pedigree pigs

If we were unable to contact and communicate with owners of pedigree pigs and other industry stakeholders BPA would be unable to fulfil its legal obligations as a breed society and its functions as a registered charity.

We use the personal information we collect for the following:

Pig Keepers Members and non-Members

Non – Members. We use personal information to contact new owners of pedigree pigs so that they have the option to be part of the breeding programme for their breed by joining the breed society as required by Zootechnical Regulations

Members. We use personal information for the following purposes

To communicate with members as part of the day to day running of the Association and to fulfil our obligations to members as a breed society operating under zootechnical legislation and as a registered charity.

For conservation purposes we use data to carry out census activities and to manage distribution of genetic diversity within breeds. We also produce anonymised reports for our conservation breeding programmes and related conservation matters.

For statutory purposes so that we can contact owners of pedigree pigs regarding the annual census for the National Inventory of Farm Animal Genetic Resources and for conservation purposes during a disease outbreak

For the marketing of pedigree pigs and pedigree pork we use data with members consent for on line sales registers and other publications, domestic and export sales enquiries.

To communicate information about disease alerts and outbreaks

To promote knowledge exchange and training opportunities and other events relevant to pedigree pig keepers

Pig Industry and other organisations.

to communicate information about BPA activities

to promote the interests of pedigree breeders and small scale pig producers

Public. We use personal information provided by members of the public to promote the work of the Association and our conservation and pedigree pork promotion programmes.

Suppliers and Customers

For business purposes to administer our pre-contract and contractual supplier/customer obligations.



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BPA elected and appointed officials. We use personal information for the communication and management of BPA corporate business and to enable them to fulfil the roles for which they have been elected and appointed as officials of the breed society, directors of the company or trustees of the charity.

BPA employees and potential employees

For recruitment purposes prior to entering into an employment contract

During employment for normal employment contract purposes including the provision of contracted pay and benefits, and to meet the requirement of tax and employment laws

For health and safety, holiday, sickness and absence records

To keep employees informed about what is going on in the organisation

3 Our lawful bases for processing personal information

'Contract' - where we have contractual relationships with suppliers, members, potential members, elected and appointed officials and employees processing is necessary to administer the pre-contract and contractual obligations for the performance of a contract or membership agreement.

'Legitimate Interest' where we use our members, elected and appointed officials and employees personal information in ways they would reasonably expect to keep them informed and to run the Association

'Legal Obligation' - we process and share some information because it is necessary to comply with laws and regulations governing the rights of breeders under Zootechnical legislation and to do with running an organisation and employing staff, such as health & safety legislation, tax laws, human rights and employment laws, etc.

'Vital Interest' – In the event of a disease outbreak we may process personal information to assist in disease control and the protection of our breeds. We process some special category information on health and disability provided to us by employees to enable us to respond in the most appropriate way in the event of a medical emergency.

'Consent' - the provision of information to the public will be done when you have consented to the processing of your personal data for one or more specific purposes.

Consent will also be used for the main subject of photography and recording (video and audio).

4 Where we collect information about you from

We collect personal information in the following ways:

When you give it to us directly

Members – when you complete a membership form

Non members - when you purchase a pedigree pig and the pedigree has been transferred to you by the vendor

When you request information about the work of the Association or pedigree pig breeding and pig production

When you join one of our committees, panels or boards

When you apply to work for BPA, when you complete your employee contract pack



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From *third party organisations*

Your information may have been shared with us by third parties

We may get data from third party organisations to whom you may have provided permission through your privacy settings or the responses you have given them.

These third parties may be other organisations such as Levy Boards, Agricultural Show Societies or Livestock Auctioneers where information has been shared to enable BPA to fulfil our statutory functions.

We may receive personal information on potential employees or temporary staff from employment agencies.

When it is *available publicly*

We may supplement the information you provide with data from the public domain, such as Companies House and other public databases.

From *social media*

Depending on your settings for social media and messaging services like Facebook, Instagram and Twitter, you might give us permission to access information from those accounts or services.

When you use *our websites or apps*

Like most websites, ours use 'cookies' to help us make our websites, and your user experience, better. Cookies mean that a website will remember you. They are small text files that sites transfer to your computer/tablet/smartphone and make interacting with a website faster and easier. There are more details in our Cookie Policy at www.BPA.org.uk/CookiePolicy/.

We may also track the Internet Protocol (IP) address used to connect your computer to the Internet; computer connection information such as browser type and version; and time zone setting, browser plug-in types and versions; operating system; download history, which we sometimes aggregate with similar information from other contacts to improve the navigation and services we provide. During some visits we may use software tools such as JavaScript to measure and collect session information, including page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.

5 What personal information we collect

"Personal Information" is information that identifies you as an individual or relates to an identifiable individual. Personal Information we may collect through our membership sign-up forms, pedigree registration activity, surveys, websites, event booking and feedback forms, competitions, public databases and third parties includes:

- a. Your title, first name, surname, business name, postal address and postcode, email address, telephone and mobile numbers
- b. Your social media handles
- c. Members bank/direct debit details
- d. Customer or Supplier bank details



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- e. Information regarding your dealings with us including details of your attendance at events
- f. Any preference you have in relation to our publications and services
- g. Any information you may voluntarily submit to us by completing any paper or web-based form or job application
- h. Details of your visits to and usage of our websites
- i. Details of whether you have opened our emails, clicked on a link or watched our videos
- j. Membership of panels, committees, bodies and organisations
- k. In some instances we may also request date of birth and demographic information.
- l. As an employee we collect and process information to enable us to fulfil our contract with you and to meet legislative requirements ? this includes your home address and contact details, bank account information, CV and references, some medical information where appropriate, date of birth, sex, ethnicity, pay, sickness, next of kin

6 Sharing of your personal information to third parties

BPA will never sell your personal information to third parties and we will not release your personal information to any company outside of the BPA for their mailing or marketing purposes.

We may disclose your personal information to third parties for the following reasons:

To fulfil our pedigree breed society functions in accordance with zootechnical regulations and our approved breeding programmes including sharing data information with our appointed and elected officials

In response to enquiries for pedigree pigs and pork including via our on-line sales registers where you have given us permission

With organisations managing both domestic and export promotion schemes for which you have applied or domestic or export promotion opportunities where you have given us your consent to do so

With organisations that manage our databases on our behalf with whom we have a written contract

With our publishers for the distribution of our magazine in accordance with our contract

To deliver employee services and benefits such as pensions, life insurance, occupational health scheme, vehicle leasing and insurance

BPA requires all such third parties to treat your personal information as fully confidential in accordance with GDPR

If required, for regulatory or animal health purposes, we will share information with Animal & Plant Health Agency (APHA), Food Standards Agency (FSA), The Rural Payments Agency (RPA), the Department for Environment, Food and Rural Affairs (Defra) or its equivalents in the Devolved Administrations or their appointed agents to enable them to assess risk and to contact you if appropriate

If required to respond to requests from courts or law enforcement agencies



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How we keep your personal information safe

We ensure that there are appropriate and proportionate controls in place to protect your personal information. For example we use encryption, where appropriate, and we store data within BPA's secure network and cloud environment. We also limit and control who has access to the personal information we hold.

Where we use third party suppliers or partners to process personal data we put a contract in place that sets out our expectations and requirements, especially regarding how they manage and securely transfer the personal information and fully comply with all applicable UK Data Protection.

BPA's own systems and storage are within the European Economic Area (EEA). In relation to export some of our suppliers or partners may process personal information on our behalf outside the EEA, where a recognised data security protocol is in place between the EU/UK and the third country (eg the EU-US Privacy Shield).

7 How we keep your information up to date

We use information you provide to us through your various interactions with BPA to keep your personal information up to date.

We also use sources such as postcode look-up to ensure we have the correct address for you.

We provide an online service for members to check and update the personal information that we hold

8 How long we retain personal information

We will retain your personal information for no longer than necessary for the purpose it was obtained, unless a longer retention period is required or permitted by law.

For non members and resigned members we retain information until we have completed our annual inventory survey as required for the UK National Breeds Inventory and in accordance with our approved breeding programmes.

9 Your choices and your rights

By law you have certain rights over your personal data that we hold about you and these are summarised below. Some of the rights are complex and not all the detail is included in our summaries, you should therefore read the relevant guidance on the Information Commissioner's Office website: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>.

To enquire about exercising any of these rights please contact the Data Protection Officer using the details given in section 2. We may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

Access: You have the right to ask for a copy of the personal information held about you - known as a *Subject Access Request (SAR)*. Responses are usually made within 30 days, unless an extension is required. If you are a member of the Association you can see your membership information by logging into the members area

Rectification: You have the right to ask us to correct any errors in the personal information held about you. You can inform us of any changes to your membership information by logging into the members area



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Objection: You have the right to make an objection (based on your specific situation) to how we are processing your personal information.

Erasure: Personal information obtained through consent is eligible and each request we receive will be treated on a case- by-case basis. It should be noted that we will retain enough information to ensure the individual is not contacted again. On occasion, some data may also have to be retained for legal record-keeping purposes and we will always inform you when this is the case.

Withdraw consent: Where processing is based on your consent, then that consent can be withdrawn at any time. BPA uses consent for the provision of information to the public

Make a complaint: You also have the right to lodge a complaint with the UK's independent supervisory authority for upholding information rights - the Information Commissioner's Office (ICO). Details on how to contact the ICO can be found at www.ico.org.uk/global/contact-us/.

10 Changes to this Privacy Notice

We may change this Privacy Notice from time to time. The effective date of this Privacy Notice, given at the beginning, indicates the last time this Notice was revised. If we make any significant changes in the way we treat your personal information we will communicate this to you.