

# Dales Pony Society - Privacy Statement

## What this statement covers

This privacy statement sets out how The Dales Pony Society (the data controller and "DPS") uses and protects any information that you provide to us when you use our services.

The DPS is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when requesting services, you can be assured that it will only be used in accordance with this privacy statement.

Using our services means: any service which applies to a DPS Equine Identification Document (ID) (for example: registration, transfer of ownership, transfer of keeper, production of a duplicate ID), or entering one of the Society's Shows, contacting you as a member of the DPS, whether the contact with us is made in person, over the phone, or by email.

The DPS may change this policy from time to time by updating this document. You should check our website policies page from time to time to ensure that you are up to date with any changes.

By providing us with your personal information, you agree and consent to its transfer, processing, use and disclosure as outlined in this privacy statement.

## What we collect

We collect personally identifiable information (PII) that you provide to us, which is information that identifies you as an individual. We only do this when you have agreed to our request for that information. This may include: your name; postal addresses, email addresses, phone numbers, title, and for junior membership of the Society, date of birth.

## What we do with the information we gather

We require this information to understand your needs and provide you with a good service, and in particular for the following reasons: internal record keeping; to improve our services; to send you mail about activities, events or other information which we think you may find interesting; and to respond efficiently to your requests or queries.

We use your personal data to manage the control of DPS Equine IDs; for processing requests for membership; and for processing entries in our shows.

We need to process your personal data so that we can comply with the current equine ID legislation of EC504/2008 and the 2009 Horse Passports (England) Regulations; provide you with the services you want to purchase; and help you with any orders and refunds you may ask for.

We may need to verify that exhibitors comply with the registration requirements of other organisations where we provide qualifier classes at our shows.

We will send you relevant news and information about our shows and events through postal services. We may send you information by email, but only if you have previously agreed to receive these communications in this way.

The Society will not send you any personalised marketing information, but may include information about DPS branded items in its newsletters.

## Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect.

## **Sharing PII with Third Parties**

Sometimes we use and share your information with selected third parties to provide support services in connection with our database, which can be accessed from our website and in the normal course of business. We work with carefully selected Service Providers that carry out certain functions on our behalf. These include, for example, companies that help us with technology services, storing and combining data, processing payments and delivering newsletters. We only share personal data that enable our Service Providers to provide their services.

We will not sell or rent PII to other third parties, except that your PII may be transferred to a third party in the event that our business (or a part of it) and the customer data connected with it is sold, assigned or transferred.

## **How we protect your PII**

The DPS will take appropriate legal, organizational, and technical measures to protect your personal information consistent with applicable privacy and data security laws. When the DPS uses a third-party service provider including a Service Partner, that provider will be carefully selected and required to use appropriate measures to protect the confidentiality and security of personal information. We use a variety of security technologies and procedures to help protect your PII from unauthorised access, use or disclosure. Unfortunately, the transmission of information via the Internet or a mobile phone network connection is not completely secure. Although we will do our best to protect your PII, we cannot guarantee the security of the PII you transmit to our website: any transmission is at your own risk. While we cannot guarantee that loss, misuse or alteration to data will not occur, once we have received your information, we will employ appropriate technical security measures to prevent such unfortunate occurrences.

The Society does not provide any of your personal data to any marketing or market research organisations. It does not use cookies on its website that track your interests and preferences.

## **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

When you pay for services with us online, we do not collect any personal data, as you can only pay through a specific online payments system provider.

## **When we may disclose your PII to others**

The DPS reserves the right to disclose personal information about you for reporting to government authorities, to parties in relevant legal proceedings as authorized by the presiding court or tribunal and otherwise to the extent required or explicitly authorized by applicable law. In certain special cases where permitted by local law, we may disclose your PII:

- when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to you or otherwise injuring or interfering with the DPS's rights, property or operations;

- when we believe the law requires it, or in response to any demand by law enforcement authorities in connection with a criminal investigation, or civil or administrative authorities in connection with a pending civil case or administrative investigation.

The personal data that we collect from you will not be transferred to, and stored at, a destination outside the European Economic Area ("EEA") by us. However, it may also be processed by companies operating outside the EEA who work for one of our service providers. We will put in place appropriate protection to make sure your personal data remains adequately protected and is treated in line with this statement.

## Your Rights

Under the Data Protection Act 2018 and the General Data Protection Regulation (EU) 2016/679 (GDPR), you have the right to see the personal data we hold about you. This is called a Subject Access Request.

If you would like a copy of the personal data we hold about you, then please write to the address or email us at links below. The law allows us to charge an administration fee of £10. If you write to us by post, please enclose a cheque or postal order for £10 made payable to "The Dales Pony Society".

If you would like to know how long personal data is retained and the legitimate reasons for retention, then please write to the address or email us at links below.

We want to make sure that the personal data we hold about you is accurate and up to date. If any of the details are incorrect, please let us know and we will amend them.

If you have a complaint, then in the first instance, please contact the Secretary. If you are not satisfied with the Society's resolution, then you still have the right to contact the Information Commissioners Office.

## How to contact us

If you have any questions about how we collect, store and use personal data please contact us.

**Telephone number**      07877 316864

**Email**                      [dalesponysociety@gmail.com](mailto:dalesponysociety@gmail.com)

**Write to us at**              The Secretary, The Dales Pony Society, Hollybush Farm, Littlebeck, Whitby, YO22 5HY

## Effective Date

This statement is effective from 25 May 2018.