



**DORCHESTER AGRICULTURAL SOCIETY organisers of the Dorset County Show**

**PRIVACY POLICY**

January 2023

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**1 INTRODUCTION:**

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

1.2 When we use your personal data, we are regulated under the General Data Protection Regulation (GDPR) which applies across the European Union (including the United Kingdom). We are responsible as controller of that personal data for the purposes of GDPR. Our use of personal data is subject to the GDPR and other relevant UK & EU legislation.

**2 KEY TERMS:**

2.1 Key terms used in this policy are:

WE, us, Our	Dorchester Agricultural Society in all its forms
Data Controller	Dorchester Agricultural Society
Personal Data	Any information relating to an identified or identifiable individual

**3 OVERVIEW:**

3.1 The nature and extent of data we collect about you, how it is collected and stored, how and why it is used and shared for how long it is kept will depend on whether or not you are a member, donor, visitor, exhibitor or trader.

**4 PERSONAL DATA WE MAY COLLECT ABOUT YOU:**

4.1 Below is the data that we may collect:

4.2 Personal data we regularly collect:

4.2.1 Name, address and telephone number

4.2.2 Electronic contact details such as email address and mobile telephone number

4.2.3 Information about your use of IT and online systems if using our website

- 4.3 Personal data we may collect:
  - 4.3.1 Bank or Building Society details
  - 4.3.2 Details of your spouse, partner or other family members

## **5. HOW YOUR PERSONAL DATA IS COLLECTED**

5.1 We will collect this information from you directly however, it is possible we may collect data via:

- 5.1.1 Publicly accessible sources e.g., Companies House
- 5.1.2 From your authorised agent
- 5.1.3 Our website – we use cookies on our website, (please refer to our website privacy statement noted below and online at:  
<https://www.dorsetcountyshow.co.uk/privacy+policy>)
- 5.1.4 Our in-house IT systems

## **6. HOW AND WHY WE USE YOUR PERSONAL DATA**

- 6.1 We can only use your personal data if we have a proper reason for doing so e.g.:
  - 6.1.1 Where you have given consent
  - 6.1.2 To comply with obligations and regulations
  - 6.1.3 For our legitimate interests
- 6.2 A legitimate interest is when we have a business or commercial reason to use your information, as long as it is not overridden by your own rights and interests

## **7. PROMOTIONAL COMMUNICATIONS**

- 7.1 We may use your personal data to send you updates by email, text message, telephone or post.
- 7.2 We have a legitimate interest in processing your personal data for promotional purposes. This means we do not usually need your consent to send you promotional communications however, where consent is needed, we will ask for this separately and clearly.
- 7.3 We will always treat your personal data with the utmost respect and never share it with any other organisation other than contractors or agents that we may use for sending out of e newsletters or other communications.
- 7.4 You may opt out of receiving promotional communication at any time by:
  - 7.4.1 Contacting us by email to: [secretary@dorsetcountyshow.co.uk](mailto:secretary@dorsetcountyshow.co.uk)

7.3.2 Writing to Dorchester Agricultural Society, Agriculture House, Acland Road, Dorchester, Dorset, DT1 1EF

7.3.3 Using the unsubscribe link

7.5 We may ask you to confirm or update your marketing preferences in the future

## **8. WHO WE SHARE YOUR PERSONAL DATA WITH:**

8.1 We routinely share your data with:

8.1.1 Our bank

8.1.2 Our external auditors e.g.: in relation to health and safety matters

8.1.3 Our external service suppliers, representatives and agents to make our business more efficient e.g.: software suppliers and analysis suppliers.