



CAITHNESS AGRICULTURAL SOCIETY PRIVACY POLICY

The privacy and security of your personal data is very important to us. This privacy policy sets out the ways in which we collect, use, maintain and disclose your personal data whether as a Member of Caithness Agricultural Society, a volunteer, exhibitor, competitor, visitor to Caithness Show, sponsor of Caithness Show, or a user of our website or social media. This privacy policy will be updated from time to time.

1. Who are we?

In this policy, 'we', 'us' and 'our' refers to Caithness Agricultural Society, a Company Registered in Scotland, and a Registered Charity.

2. What data do we collect?

a. Caithness Agricultural Society Members

We collect personal information including your name, address, date of birth, email address, occupation, telephone and mobile numbers and financial information in order to process and service your membership.

Your involvement with us may result in personal data being created; this could include details of your involvement with us by volunteering or donating to a particular cause. We sometimes conduct research and analysis on information we hold, which can, in turn, generate personal data.

b. Attendees at events run by Caithness Agricultural Society

We collect personal information about visitors, volunteers (including judges and stewards), exhibitors, competitors and sponsors including name, address, date of birth, email address, occupation, telephone and mobile numbers and financial information as appropriate in order to effectively facilitate your involvement with us. Your involvement with us may result in personal data being created.

We sometimes conduct research and analysis on information we hold, which can, in turn, generate personal data. Filming and photography take place at the Caithness Show. We will provide notices at the Show to indicate that filming/photography is taking place. The film footage and/or photographs may be used for promotional, educational, marketing, archival and communications purposes and may also be streamed live and downloadable and published on our websites, print and social media and other digital platforms. Our legal basis for processing personal data in film footage and photographs is legitimate interests. Legitimate interests means that we need to process the personal data to fulfil our objectives, we believe it will not adversely affect you and we think you would expect it. If you do not wish to appear in such images, please write to us (see 'Contact Us' section). Attendees at events at Caithness Show may be required to prove their age for any age-restricted event or activity or to submit to a search to prevent prohibited items being brought into Caithness Show. In such cases we, or a security company working on our behalf, may take your personal details including name, address, date and place of birth. These details may be shared with Police Scotland. We may record details of any public safety, medical or welfare incidents, including personal data of those involved in the event including witnesses, on our internal systems.

c. Websites, social media and other digital platforms

We collect personal information when you visit or engage with us on our website (www.caithnessshow.co.uk) including by placing an order, filling out a form and in connection with other activities, services, features or resources made available on our site. We also collect personal information on social media or other digital platforms including Facebook and Instagram. This may include, as appropriate, your name, address, date of birth, email address, telephone and mobile numbers.

Cookies, non-personal identification information and third-party websites. Cookies are small text files placed on your computer or device by websites you visit. They are used to improve your experience as a visitor and make websites function properly or more efficiently. We may collect non-personal identifying information when you interact with us on our website, social media and other digital platforms. Our website and other digital media platforms may, from time to time, contain links to third party websites. If you follow a link to any of these websites, please note that we cannot accept any responsibility or liability for those policies. Please check the privacy policies of these websites before you submit any personal data to them.

d. Competition entrants

We collect personal information about competition entrants including name, address, date of birth, email address, telephone and mobile numbers.

e. Marketing and Fundraising

See section 5 below.

3. Young People's data

We will not make fundraising calls or send fundraising emails to young people. We may send young people information on membership and volunteering and competition opportunities at Caithness Show.

a. Caithness Agricultural Society Members

Young people under the age of 16 can join as a junior member. We collect the junior member's name, address and date of birth. We also collect an email address, telephone and mobile number in order to process and service that membership. These will either be the contact details of the junior member or the contact details of their parent or carer.

b. Caithness Show

For young people entering Competitions as part of Caithness Show, we collect and store your name, mobile number and/or email address for the purposes of administering the competition.

For young people volunteering or competing at Caithness Show we collect and store your name, address, date of birth, email address, occupation, telephone and mobile numbers and financial information as appropriate for the purposes of effectively facilitating your volunteering and administering the competition and informing you of future volunteering and competition opportunities.

c. Website and other digital and media platforms

We do not target the provision of information society services at children.

4. How we use your personal data

We only use your personal data as permitted under the EU General Data Protection Regulation (the GDPR), the Data Protection Act 2018 and the Privacy of Electronic Communication Regulation 2003 (together, the 'Data Protection Legislation').

a. Caithness Agricultural Society Members

We use the personal data you provide as a member to service your membership. This includes keeping you informed about Caithness Show and our work, sending you tickets to the Caithness Show and ancillary information, sending membership renewal information and processing payments. We do this to fulfil our contract with you as a member.

We sometimes conduct research and analysis on information we hold in order to ensure our membership offering remains relevant and to inform future developments. We may combine this data we hold with other freely available information to better understand supporter interests and preferences.

b. Attendees at Caithness Show

Volunteers

We use the personal data you provide to facilitate your effective volunteering at Caithness Show and to inform you about future volunteering opportunities. Caithness Show Exhibitors, Sponsors and Event Promoters, we use the personal data you provide to fulfil our contract with you and keep you informed about the event.

Competitors

We use the personal data you provide to fulfil our agreement with you and administer the relevant competition. The details of competition winners may be shared with breed/affiliated societies to be checked for validity and eligibility. Results may also be circulated to members of the Press and published on our website/social media platforms. We will also process your personal data to keep you informed about future competition opportunities.

Visitors

We use the personal data you provide as appropriate to effectively facilitate your involvement with us. Your involvement with us may result in personal data being created. Where you have been asked to prove your age or submit to a search, we use the personal data provided to assess whether you may enter the event or take part in an age-restricted activity, and we may share that data with Police Scotland for the purposes for crime prevention or detection. Details of any public safety, medical or welfare incident may be shared as appropriate with our welfare and medical providers and Police Scotland.

c. Website

Personal data collected on our website may be used for the following purposes:

- To run a promotion, contest, survey or other feature
- To update you on an order, respond to your query or request and keep you informed about future events or our work.

This will always be in accordance with Data Protection Legislation and with your consent where necessary.

d. Competition entrants

We use the personal data you provide to administer the competition and to make the identity of winners known.

We may contact you about aspects of Caithness Agricultural Society work but will only do this in line with the Data Protection Legislation and with your consent where necessary.

e. Marketing and Fundraising

See section 5 below.

Where consent is required for certain types of processing, we will only process your data where we have that consent.

5. Marketing and Fundraising

We would like to use your details to keep in touch about things that may matter to you. Caithness Agricultural Society fundraises from, and partners with, individuals and organisations who want to support Caithness Agricultural Society in its mission to promote and support agriculture and rural industries in Caithness, to fulfil its charitable aims and to build on its heritage to ensure a sustainable and successful legacy for Caithness Agricultural Society, its members and the wider public. We would like to communicate with you about such matters, including by email if you have consented to receive such information in this way. We may invite you to support our vital work by getting involved with a campaign, making a donation or getting involved in fundraising activities. We may collect personal information to conduct supporter research and we may also analyse information you provide to us with other freely available public information to create a profile of supporter interests, preferences and level of potential donations so that we can contact you in the most appropriate way and with the most relevant information. Before contacting you, we may use data analysis to interpret your data and predict how likely you are to be interested in or responsive to a particular campaign. If you make a donation, we will use any personal information you provide to record the nature and amount of your gift. When you interact with us we will note anything relevant and store it securely on our systems.

a. Caithness Show

If you have previously attended the Caithness Show or expressed an interest in hearing about Caithness Show, we may contact you to tell you more about the event.

b. Sponsors

We may contact you from time to time regarding fundraising and partnership opportunities with Caithness Agricultural Society.

You may opt out of your data being combined and analysed for marketing purposes by contacting us as set out in the 'Contact Us' section below.

7. How we retain your personal data

We retain personal data properly and securely to enable us to meet legal requirements, business needs and to evidence agreements or events where required. We take appropriate technical and organisational security measures to protect your personal data.

Records containing personal data are retained in accordance with our data retention and disposal policy

and procedure. For some records, such as membership records, we retain limited personal data in our archive for our historical records. If you do not want us to retain your personal data in our historical records, then please let us know using the details under 'Contact Us' below.

8. Your rights

Under the GDPR, you have a number of rights regarding your personal data:

- To withdraw your consent to processing, where processing is based on consent.
- To object to processing for direct marketing, historical research and statistics and where processing is based on our legitimate interests (we will tell you if that is the case) or to ask us to restrict processing of your personal data.
- To request rectification or erasure (in certain circumstances) of your personal data.
- To ask us to tell you about the personal data we hold on you (a 'Subject Access Request').
- The right to complain to the Information Commissioner's Office.

9. Contact us

To notify us of any of the above or to discuss any questions you have about this policy or how we use your personal data, please contact us at enquiries@caithnessshow.co.uk or write to the Secretary at Caithness Agricultural Society, c/o Bruadar, Westfield, Thurso, Caithness, KW14 7QR.