



EUROPEAN ASSOCIATION OF SPECIALISED BEEF BREEDS SOCIETY LIMITED.

PRIVACY STATEMENT

1. INTRODUCTION

1.1 The purpose of this Privacy Statement is to outline how the European Association of Specialised Beef Breeds Society Limited (EASBB) deals with personal data you may provide us with, while communicating with us and availing of our services or visiting our website. By visiting our website at; www.easbb.eu you are accepting the terms of this Privacy Statement. Any external links to other websites is clearly identifiable as such and EASBB is not responsible for the content or any other aspect of such other websites.

1.2 If you have any concerns or queries in relation to the Privacy Statement, please send these to us at the following address; Breed Secretary, European Association of Specialised Beef Breeds Society Limited, Rathmacostello, Castlehill, Ballina, Co. Mayo, F26 E6R7 or email EASBB at info@easbb.eu If you are not prepared to accept the terms of this privacy Statement, you should not use our website.

2. PERSONAL DATA/PURPOSE

2.1 Personal data is data that identifies you or can be used to identify or contact you and includes information such as your name, address, phone, fax, email address, birthday, marital status, occupation etc. You provide most of the information to us when you search the web or communicate with EASBB by email, post, telephone or otherwise. As a result of such actions, you may supply us with information constituting personal data.

2.2 Other information that we may collect and analyse includes the IP address used to connect your computer to the internet, log-in, email address, computer and connection information such as browser type, operating system and platform and other information that you viewed or searched for.

2.3 Information we obtain from customers helps us personalise and improve the service provided by EASBB. We use the information to deliver services and products, process payment, communicate with you about services and products, to generally maintain and update our records, to improve our website, to prevent or detect abuses of our website and to carry out technical functions in relation to the website. We may in particular use the personal data we obtain for the following purposes: -

- (a) To respond to any queries, you submit to us;
- (b) To seek your views on our website business and our service;
- (c) To provide you with information on ancillary services offered by us or our business partners;
- (d) To send you newsletters or other forms of communication in relation to our services and products;
- (e) To send messages or data to your mobile phone or computer where you have provided us with mobile phone and/or email details.

2.4 If you do not provide us with your information for the purposes described above, we will not be able to respond to your queries or liaise with you in relation to our services.

2.5 Personal data is shared with agents or other companies to perform functions on our behalf such as providing marketing assistance and analysing data. Such agents have access to the personal data needed to perform their functions. In addition, we may when offering certain services seek your consent to share personal data with other parties for particular purposes.

2.6 In limited and necessary circumstances, your personal data may be transferred outside of the EEA or to an international organisation to comply with our legal or contractual requirements or where we obtain your consent. In this case we will take reasonable steps to check that appropriate safeguards are in place to ensure the security of your personal data.

2.7 We also reserve the right to transfer information, including personal data, to third parties in the event of a sale, merger liquidation, receivership or transfer of all or substantially all of the assets of EASBB, provided that the third party agrees to adhere to the terms of the Privacy Statement.

2.8 Our legal basis for processing personal data are:

- (a) Where such processing is necessary for the performance of a contract to which the person is a party or applying for;
- (b) Our legitimate interest in the administration and operation of our business and the services we provide and the marketing of such services;
- (c) To comply with our legal and regulatory obligations;
- (d) In limited circumstances, your consent (where we have sought it and you have provided it to us), and in which case, you can withdraw your consent at any time.

2.9 If we collect any special categories of personal data (e.g. personal data about your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, physical or mental health or condition, or sexual life as well as data about criminal offences or convictions) our legal basis for processing such data are:

- (a) To Comply with our legal and regulatory obligations;
- (b) In limited circumstances, your explicit consent (where we have sought it and you have provided said consent to us), and in which case, you can withdraw your consent at any time.

2.10 we will not hold personal data for longer than is necessary for the purpose(s) for which it was obtained and in accordance with our records management policies and procedures. Once the relevant retention period has elapsed we will take all reasonable steps to destroy, erase or otherwise put this data beyond use.

2.11 We may record telephone calls, both to and from our offices for training and verification purposes.

2.12 We do not use any personal data for the purpose of automated decision-making or profiling.

3. DISCLOSURE

3.1 EASBB may, from time to time, pass your contact details to carefully vetted businesses that provide products or services which we feel may be of value to your farming business. To choose not to receive messages from such businesses or from EASBB, then send an email to info@easbb.eu

3.2 We will disclose your personal data if we believe, in good faith, that we are required to disclose it, in order to comply with any applicable law or court order or to protect the rights of EASBB or others.

4. SECURITY

4.1 Your personal data is held on our secure computers. We cannot guarantee or warrant the security of any information you transmit to us via the internet. We will, however, take all reasonable steps to protect your personal data.

5. YOUR RIGHTS

5.1 EASBB will process all personal data in line with an individual's rights in particular their right, in certain circumstances and subject to certain exemptions, to:

- (a) Access the personal data – you have the right to request a copy of the personal data that we hold about you, together with other information about our processing of that personal data.
- (b) Rectification – you have the right to request that any inaccurate personal data, that is held about you, is corrected, or if we have incomplete information you may request that we update the information such that it is complete.

(c) Erasure – you have the right to request us to delete personal data that we hold about you. This sometimes referred to as “the right to be forgotten”.

(d) Restriction of processing or to object to processing – you have the right to request that we no longer process your personal data for particular purposes, or to object to our processing of your personal data for particular purposes.

(e) Portability – you have the right to request us to provide you, or a third party, with a copy of your personal data.

5.2 In order to exercise any of the rights set out above, please contact Breed Secretary, European Association of Specialised Beef Breeds Society Limited, Rathmacostello, Castlehill, Ballina, Co. Mayo, F26 E6R7 or email EASBB at info@easbb.eu

5.3 If we are processing personal data based on your consent, you may withdraw that consent at any time. This does not affect the lawfulness of processing which took place prior to its withdrawal.

5.4 You may lodge a complaint with a supervisory authority. The Irish supervisory authority is the Data Protection Commission.

5.5 If you do not wish to receive email or other mail from us, please send a blank email to info@easbb.eu

5.6 If you do not wish to receive text messages on your mobile phone from us please contact the Society Office or email info@easbb.eu

6. CHANGES TO PRIVACY STATEMENT

6.1 As the business of EASBB will constantly change, our Privacy Statement may need to be amended. We may email reminders of any such changes to you, unless you have asked us not to contact you, but you should check our website frequently to see any recent changes. Our current privacy Statement applies to all information that we have about you.

Issue Date: 22nd – October – 2018

Registered Office: European Association of Specialised Beef Breeds Society Limited, Rathmacostello Castlehill, Ballina, Co. Mayo, F26 E6R7. Registered Dublin, Ireland. Registration Number 5435R, Industrial and Provident Societies Acts, 1893 to 2018.