

# Privacy Policy Dutch Spotted Sheep Society

December 2023

## Who We Are

The Dutch Spotted Sheep Society ('we' or 'us' or 'our') gather and process your personal information in accordance with this privacy notice and in compliance with the relevant data protection regulation and law. This notice provides you with the necessary information regarding your rights and obligations, and explains how, why and when we collect and process your personal data. The Dutch Spotted Sheep Society's registered office is at Harrison & Heatherington, Borderway Mart, Rosehill, Carlisle, Cumbria, CA1 2RS and we are a registered charity, charity number 1171992. We are registered on the Information Commissioner's Office Register of Data Controllers under registration number ZB623709, and act as the data controller. Our designated Data Protection Officer for the Organisation is the Society Secretary, and he/she can be contacted at Dutch Spotted Sheep Society, Parkhills Farm, Mugginton, Ashbourne DE6 4PP

## Information That We Collect

The Dutch Spotted Sheep Society processes your personal information to meet our legal, statutory and contractual obligations and to provide you with our products and services. We will never collect any unnecessary personal data from you and do not process your information in any way, other than already specified in this notice.

### ***The personal data that we may collect from you is: –***

- Name
- Date of Birth
- Home Address
- Personal Email
- Business Email
- Home Telephone Number
- Work Telephone Number
- Mobile Telephone Number
- Animal ID (pedigree ear tag or flock book number)
- Flock name and/or Prefix
- Performance information for animals, including genotypes

### ***We collect information in the following ways: –***

Directly collected online

- Information that you provide by filling in electronic forms on our website [www.dutchspottedsheep.co.uk](http://www.dutchspottedsheep.co.uk)
- Information sent via email, including email address.
- Bulk electronic upload of animal data linked to animal ID.

Indirectly collected online

- Observed information, such as that collected using Cookies and similar tracking technologies on our websites.
- Derived information from combining other data sets, such as when genetic improvement services are performed e.g., from an animal that is linked to animal ID.

- Inferred information from the use of algorithms that analyse a variety of sheep related data that is linked to animal ID.

#### Paper

- Information that you submit on paper to the Dutch Spotted Sheep Society Office.
- Information that you provide at promotional events including shows and sales.
- Information that you provide in letter form, if you provide us with personal data relating to your flock and the flock is jointly owned, then you warrant that you have obtained the express consent from all other parties for the disclosure and use of their personal data.

#### In Person

- Observed information that is collected at shows and sales for management of the electronic flock book database and publications.
- Information that you provide at promotional events including shows and sales.

### **How We Use Your Personal Data**

The Dutch Spotted Sheep Society takes your privacy very seriously and will never disclose, share or sell your data without your consent, unless required to do so by law. We only retain your data for as long as is necessary and for the purposes specified in this notice.

Where you have consented to us providing you with promotional offers and marketing, you are free to withdraw consent at any time.

#### **The purposes and reasons for processing your personal data are detailed below: –**

We collect and store your personal data for the performance of a contract to provide a service, for legitimate interests or for employment reasons.

Specifically, this includes:

- Delivery of an online publicly available pedigree and electronic flock book database service.
- Online publication of performance data and genetic/genomic breeding values for livestock.
- Online publication of Breeder contact details (i.e. personal data)
- Analysis and online publication and reporting of animal genetic improvement trends over time.
- Breeder and Industry communications and updates.
- Fulfilling our legal obligation for charitable, business accounting and tax purposes.
- Marketing purposes by the Dutch Spotted Sheep Society.
- Recruitment of members of staff and contractors.

We use cookies on our web sites and when someone visits [www.dutchspottedsheep.co.uk](http://www.dutchspottedsheep.co.uk) we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site and this information is used to improve the service that we offer. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

Cookies can be restricted or blocked through your browser settings. Information on how to do this may be found in your browser's Help section. In addition, the website [www.aboutcookies.org](http://www.aboutcookies.org) contains detailed information on how to manage cookie settings for a wide variety of browsers. It also provides details on how to delete cookies from your computer as well as more general information about cookies. For mobile phone browsers and tablets you may need to refer to your handset manual.

You should bear in mind that restricting cookies may impact on the functionality of the websites you visit.

### **Your Rights**

You have the right to access any personal information that The Dutch Spotted Sheep Society processes about you and to request information about: –

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to update/correct it as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request erasure of your personal data or to restrict processing in accordance with data protection laws, as well as to object to any direct marketing from us.

If we receive a request from you to exercise any of the above rights, we will ask you to verify your identity and to confirm that you are authorized to make this request on behalf of the flock (where jointly owned) before acting on the relevant request; this is to ensure that your data is protected and kept secure.

Preventing the use or processing of your personal data may delay or prevent us from fulfilling our contractual obligations to you. It may also mean that we shall be unable to provide our services or process the cancellation of your service.

### **Sharing and Disclosing Your Personal Information**

We do not share or disclose any of your personal information without your consent, other than for the purposes specified in this notice or where there is a legal requirement. The Dutch Spotted Sheep Society uses carefully selected third-parties to provide key services and business functions, however all processors acting on our behalf only process your data in accordance with instructions from us and comply fully with this privacy notice, the data protection laws and any other appropriate confidentiality and security measures.

### **Other third parties**

We may pass your personal data to other third parties for the provision of services on our behalf (for example other research and development partners to enable academic research to support our breed development plan). However, we will only ever share information about you that is necessary to provide this service (for example animal ID information) and we will have specific contracts in place, which ensure your personal data is secure and will not be used for any marketing purposes.

### **Safeguarding Measures**

**The Dutch Spotted Sheep Society** takes your privacy seriously and we take every reasonable measure and precaution to protect and secure your personal data. We work hard to protect you and your information from unauthorised access, alteration, disclosure or destruction and we follow accepted Industry best practice to store and protect the personal data we collect, including the use of physical security, passwords and encryption if appropriate.

All information you provide to us is stored on secured servers within the EEA. From time to time, your information may be transferred to and stored in a country outside the EEA in relation to the provision of the services. The laws in these countries may not provide you with the same protection as in the EEA; however, any third party used outside of the EEA have agreed to abide by a recognised data protocol (e.g., the EU-US Privacy Shield) in respect of the transfer, processing and storage of any personal data. By providing your data to us, you agree to this transfer and storage. However, we will ensure that reasonable steps are taken to protect your data in accordance with this privacy notice.

As the transmission of information via the internet is not completely secure, we cannot guarantee the security of your data transmitted to our site and any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our website, you are responsible for keeping the password confidential. We ask you not to share a password with anyone.

### **Young People's data**

The Dutch Spotted Sheep Society will not make fundraising calls or send fundraising emails to young people. We may send young people information on member benefits and volunteering and competition opportunities within the Society.

Young people under the age of 18 can join the Society (DSSS). 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.

For young people entering classes or exhibiting at Society events, we collect and store your name, mobile number and/or email address for the purposes of administering the competition and/or booking. For young people volunteering or competing within the Society 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.

Website and other digital and media platforms -The Dutch Spotted Sheep Society do not target the provision of information society services at young people.

### **Consequences of Not Providing Your Data**

You are not obligated to provide your personal information to The Dutch Spotted Sheep Society, however, as this information is required for us to provide you with our services and for our legitimate interests, we will not be able to offer some or any of our services without it.

### **How Long We Keep Your Data**

The Dutch Spotted Sheep Society only ever retains personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. We are required under UK tax law to keep your basic personal data (*name, address, contact details*) for a minimum of 6 years. Where animal specific pedigree and performance data is concerned this is retained because it is needed for legitimate interests to inform future pedigree and evaluation services.

Where you have consented to us using your details for direct marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

### **Lodging A Complaint**

The Dutch Spotted Sheep Society only processes your personal information in compliance with this privacy notice and in accordance with the relevant data protection laws. If, however you wish to raise a complaint regarding the processing of your personal data please contact.

Society Secretary, Parkhills Farm, Mugginton, Ashbourne DE6 4PP  
secretary@dutchspottedsheep.co.uk  
Tel: 07818 131242

Or if you are unsatisfied with how we have handled your information, you have the right to lodge a complaint with the supervisory authority.

Information Commissioners Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Tel: 0303 123 1113

Or submit details online at <https://ico.org.uk/concerns>