



## Privacy Policy

### Privacy Notice

This Privacy Notice explains what to expect when Sheep Breeders Round Table (SBRT) collects and uses any personal information when you use the website ([hosted by NSA](#)). We encourage you to read this notice carefully and if you'd like further clarification, please contact our team using the details below and we will be happy to assist.

Address: Data Protection at Sheep Breeders Round Table, 4 Casewick Lane, Uffington, Stamford, Lincolnshire, PE9 4SX

Phone: 07596 958084

Email: [Bridget@Bridget-Lloyd.com](mailto:Bridget@Bridget-Lloyd.com)

**SBRT's promise** – SBRT is committed to respecting your privacy and ensuring the personal information you have entrusted to us is held securely. This policy has been written in accordance with the General Data Protection Regulation (GDPR) and the advice and guidance as set out on the website of the Information Commissioners Office (ICO). The GDPR strengthens your rights to privacy and gives you control over the personal information that organisations hold about you.

### SBRT collects personal information in the following ways:

- Directly from you when you:
  - Register as a delegate to attend a SBRT conferences/events
  - Contact us with an enquiry by telephone, email or via the website
  - Complete a SBRT feedback survey, if not anonymous
  - Act as a member of our committee
  - Apply to be a sponsor, corporate or affiliated body
  - Apply to be an exhibitor at one of our events
  - Agree to be a speaker / chair at one of our events
  - What personal information SBRT collects:
    - Name, address, contact number and email address
    - Organisation and organisation contact details.

When you enquire about any SBRT conference we will collect information from you to enable us to respond to your enquiry.

Any information which identifies you as an individual will be treated as personal data in accordance with the General Data Protection Regulation. We also collect other information you supply that is relevant to your enquiry and will maintain records of your contact with us such as conference dates attended.



Where your attendance at a conference is being provided by another individual / organisation, both your information and their information (as listed above) will need to be collected.

Under the act, data collection from children has been heightened. The only scenario where SBRT would collect data from a minor is if they wished to attend a conference, if this were the case, consent for children will be given by their parent or guardian who would accompany them at the conference.

### **Sensitive personal data**

The Data Protection Act recognises some information as 'sensitive personal data'. This includes, but is not limited to, information which reveals your religious beliefs, health issues, race or ethnic origin. At this time, 'sensitive' data is not standardly collected by the SBRT on any members, other than individuals booking for an event who need to disclose any health issues, disabilities or dietary requirements which need to be accounted for during their attendance at a SBRT conference. Such information is not kept after the event.

SBRT will always treat any sensitive personal data we process with greater care and process the information in accordance with the Data Protection Act.

### **Why SBRT collects your personal information**

We may use your name and contact telephone number and/or email address which identifies you as an individual, to enable us to respond to any enquiry you have made, invite you to take part in a feedback survey from a SBRT event that you have attended or to keep you informed of updates for future SBRT events. The lawful basis of contract applies to our processing and use of your personal data for these purposes. As an organisation committed to the aims of sheep farmers and the future of the UK sheep industry we will act on your behalf to provide conferences of interest for the UK sheep breeding industry and SBRT conference delegates. This means that we will only contact you in connection with your interest in the SBRT and any future SBRT events.

### **Marketing permissions**

From time to time we may contact you by email to share news of our conferences. SBRT is committed to respecting your choice to receive marketing communication. Such communications will only be sent to you if you have given your consent. We will seek to refresh that consent at appropriate intervals.

You can update your permissions and contact preferences at any time by contacting the SBRT on 07596 958084 or emailing [bridget@bridget-lloyd.com](mailto:bridget@bridget-lloyd.com). Please quote your name, surname and email address with your updated preferences, which will be added to our records. Please



note, if you do not allow us to contact you via email, we will be unable to keep you updated with future event details.

### **Who SBRT shares your information with:**

SBRT is a small committee group which organises a conference every other year in November. Information will be shared with:

- A third party event organisation who may assist with event management, in the case of the 2024 conference, SBRT benefits from the support of AHDB (Agriculture and Horticulture Development Board) who will assist with our conference bookings.
- We will also share your data with the hotel venue to inform them of accommodation and dietary needs.

We will only request information that will assist with such bookings and share necessary information only. SBRT is committed to ensure adequate levels of data protection safeguards are in place when processing your personal information.

Any personal data we collect relating to committee members, speakers, delegates, exhibitors and service contractors or companies we do business with, is stored securely within our organisation. It is accessed only by appropriate SBRT committee members and used only for the purposes we have explained in the section above.

We will not share your personal information with any other third parties, other than for event management as already explained above.

### **How long SBRT will keep your data:**

SBRT will only keep your personal information for as long as is required and in accordance with statutory requirements.

Personal data processed under consent and used directly for a relevant conference or for direct marketing purposes to invite you to the next event. With each communication we will request if you no longer want to receive such updates, this will ensure your consent at appropriate intervals and will confirm you remain happy to receive communications from us.

### **You have the right to:**

- Request in writing and securely obtain copies of the personal information SBRT holds about you
- Correct or update your personal information processed by SBRT
- Request SBRT to stop using your personal information for marketing purposes
- Please contact us in writing using the contact details above to make any requests.



For more information on your rights as an individual under the new GDPR, please see <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulationgdpr/individual-rights/>

**Data retention on your behalf** - When personal data is retained, we (SBRT) are the Controller of that data. Through your involvement in a SBRT conference you have given us consent to act for you in confirming your attendance and to contact you for promotion of future SBRT conferences.

We will treat all personal data as confidential information and shall process that data in accordance with, and ancillary to our contract with you (including for a reasonable period after its termination). We can act upon other reasonable written instructions provided by you, unless by law we are required to act without such instructions. We will keep your data as long as necessary to fulfil the aims as set out above.

**Data processing on your behalf** - We may process the data on your behalf. We will aim to ensure that any data processing is carried out by our contractors securely under the law. We will assist in the notification of personal data breaches, as well as assisting you with subject access rights in connection with our contractors.

**Reporting concerns or compliments** - If you wish to raise a concern about handling of your personal information by SBRT please contact us using the details at the top of this page. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) about how we manage your data.

**Changes to this privacy notice** - SBRT will review our privacy notice regularly and, where necessary, update our privacy information. This notice was last updated in June 2024. If there are any significant changes in the way we process your personal information, we will send you a notification by email.