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The Aylsham Agricultural Show Association Limited

PRIVACY POLICY STATEMENT (Revised April 2025)

This webpage sets out when and how the Aylsham Show uses your Personal Data that you or others provide to us through this website (the “**Website**”), including any data you may provide when you: register with the Aylsham Show, take part in a competition, make an enquiry or when you interact with the Aylsham Show on our social media channels. Your privacy is of the utmost importance to the Aylsham Show.

We want to make sure you fully understand the terms and conditions surrounding the capture and use of that information. This Privacy Notice describes what information is collected about you, how it is used, and the rights you have in relation to that collection and usage.

If you have any questions about this Privacy Notice, please contact our customer support team on eventadmin@theaylshamshow.co.uk.

WHO WE ARE

THE AYLSHAM AGRICULTURAL SHOW ASSOCIATION LIMITED is a private company limited by guarantee incorporated and registered in England and Wales with company number 02106677 whose registered office address is Bankside 300 Peachman Way, Broadland Business Park, Norwich, Norfolk, England, NR7 0LB (“**the Aylsham Show**”, “**we**”, “**us**” or “**our**”). The Aylsham Show is a Registered Charity - Number 298673.

For the purposes of the Data Protection Act 2018, the UK General Data Protection Regulation (Retained Regulation (EU) 2016/679) and any other applicable data protection and privacy laws and regulations (“**Data Protection Legislation**”), the Aylsham Show will be the ‘data controller’ for all Personal Data that we determine the means and purpose of processing. We are registered with the Information Commissioners Office under registration number ZA356878

By “**Personal Data**” we refer to information collected or held by the Aylsham Show, that identifies and relates to an individual person.

INFORMATION WE MAY COLLECT

We will be required to collect Personal Data about you in the following circumstances.

When you register with us as a member:

When you register as a member of the Aylsham Show we will collect certain Personal Data to enable us to set up your membership account. The information we will need to do this will include, your name, preferred contact details (email, phone, home or work address) and occasionally we collect your professional details and ways in which you may be willing to volunteer to work with the Aylsham Show.

We may collect additional information you volunteer to us when contacting us regarding any elements of the membership service. We will only retain the Personal Data pertinent to delivering your services.

We will retain your Personal Data for as long as you are a member of the Aylsham Show and we will delete this data within one month of the termination of your membership or receipt of any objections you make under the terms detailed in the “*Your rights under data protection law*” section below, where we do not have an alternative legal ground or overriding reason to continue processing your Personal Data.

When you register as a competition entrant, volunteer, sponsor, exhibitor or trade supplier or director:

When you complete one of our sponsorship, trade stand/market lane/food market/catering/rural crafts/classic cars/ application forms we will collect your name, address, email and business details to enable us to service your applications.

If you provide an application or nomination for one of our competitions - Farm Business Competitions/Farm Hero Awards/Food and Drink Hero Awards, we will collect the information detailed on the relevant competition entry form, which includes, your name, address, email, phone number and the specific details required about the event in which you wish to compete.

If you are making a nomination for the Farm Hero Awards or the Food and Drink Hero Awards, or if you have been nominated by a third party in any of the competitions, we have processed your Personal Data under our legitimate interest to offer services promoting local food and drink businesses. You always have the right to access the Personal Data we have received on your behalf from the nominating party and to object to this processing by contacting adminandfinance@theaylshamshow.co.uk. Further details are available in the section below headed "*Your right to object under data protection law*".

We require this information to ensure the organisation and running of the Aylsham Show. Unless you have previously objected, we may use your Personal Data to contact you about future opportunities to support the Aylsham Show. We do so under our legitimate interests as detailed above and you have the same rights to object at any time.

When you have expressed an interest in the Aylsham Show:

When you make an enquiry regarding any of the services provided or membership and sponsorship opportunities available at the Aylsham Show, we will collect your name, email address, work or home postal address and contact details and information regarding the services you have requested information about. We will use this information to service your request.

If you have opted in via our Website or other forms to receive marketing communications from us, we will handle your Personal Data for example (your name, email address and postal address and telephone number) to provide you with marketing communications and newsletters in accordance with any preferences you have told us about.

When we send you marketing emails you have requested, we rely on your consent to contact you for marketing purposes. Every email we send to you for marketing purposes will also contain instructions on how to unsubscribe from receiving them.

You are not under any obligation to provide us with your Personal Data for marketing purposes.

You can tell us that you do not want your Personal Data to be processed in this way at any time by contacting us at eventadmin@theaylshamshow.co.uk, or where relevant, by following the unsubscribe link shown in every marketing communication you receive from us. We will retain your data for as long as we have your consent and delete your Personal Data used for marketing purposes, as soon as you withdraw your consent or unsubscribe from our newsletters and marketing information.

When you visit our Website:

We may also collect technical information about you when you visit the Website. This information may include the Internet protocol (IP) address used to connect your computer to the Internet, your browser type and version, time zone setting, operating system and platform, browser plug-in types and version, the full URL clickstream to, through and from the Website, page response times, download errors, length of visits to certain pages, page interaction (such as scrolling, clicks and mouse-overs) and methods used to browse away from the page.

We also collect, use and share **aggregated data** such as statistical or demographic data which is not Personal Data as it does not directly (or indirectly) reveal your identity. For example, we may aggregate individuals' information about how they interact with and use our Website and services to calculate the percentage of users accessing a specific Website feature in order to analyse general trends in how users are interacting with our Website as well as to help improve the Website and our service offering.

When you interact with us on social media:

We are a user of Facebook, X (Twitter) and Instagram and we use these social media channels to publicly share information, photographs and videos about our services, memberships, and events. Such photographs may contain images of children and you must therefore exercise caution when uploading or sharing such images to ensure that these photographs are appropriate.

We may record and retain your Personal Data such as your full name, username and any comments or reactions you make to our social media posts or any messages that you send to us directly.

As our social media channels are publicly available, we may use any comments or reactions you make on our posts to better understand our audiences. However, it is important that you are aware that as our social media channels are publicly available, any interaction you make that is not sent privately can be viewed by anyone.

We do not have control over how each social media provider processes your Personal Data and you should therefore read each provider's privacy policy, terms of use and cookies policy before signing up to ensure you are aware how and why your Personal Data is being collected and used.

Any Personal Data collected about you through our social media channels will be retained in line with the “Data Retention” section below.

If you fail to provide Personal Data:

Where we need to collect Personal Data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with competition entry or sponsorship opportunities). In this case, we may have to cancel the arrangement you have with the Aylsham Show but we will notify you if this is the case at the time.

What we don't collect:

The Aylsham Show holds your Direct Debit details for Membership payments which are processed and managed by Barclays. Further details regarding Barclays can be found at <https://www.barclays.co.uk>

Some card payment details taken for online payments are managed by Showbiz - www.showbiz.com and processed by Stripe - www.stripe.com

Some card payment details taken for online payments are managed by Wireless Terminal Solutions – www.wirelessterminalsolutions.co.uk and processed by Paytek Administration Services - www.paytek.uk.com

Card payment details for ticketing are managed by Ticket Tailor (Sumup Card Machines) - www.tickettailor.com and processed by Stripe - www.stripe.com

Aylsham Show do not hold any card detail information as part of the Personal Data we handle on your behalf.

LEGAL BASIS OF PROCESSING

We will only process your information for as long as we have a relevant legal basis to do so. Unless stated above in “Information we may collect” this is in order to provide you with the contractual services you have requested from the Aylsham Show or if you have provided us with adequate consent to process your information for other purposes.

If we choose to process your information under the legal basis of legitimate interests, we will always inform you of our legitimate business interest and your right to object.

We will only use your Personal Data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If your Personal Data has been used for a purpose other than its initial intended use and you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us at adminandfinance@theaylshamshow.co.uk.

PROTECTING YOUR INFORMATION

We are committed to ensuring that your information is secure and we have procedures in place to try and prevent any unauthorised access or disclosures and to safeguard and keep secure the information that we collect online.

All the Personal Data collected by us and stored electronically is held in the EEA only. We enforce physical access controls to our buildings and files, and we authorise access to Personal Data only for those employees who require it to fulfil their job responsibilities.

However, you should be aware that providing information over the internet can never be guaranteed as being completely safe and if you choose to send such information to us via the internet, you do so at your own risk.

TRANSFER OF DATA OUTSIDE OF THE EEA

We shall not transfer any Personal Data to any country outside of the UK and/or the European Economic Area unless we ensure that such Personal Data is subject to an adequate level of protection and appropriate legal safeguards in accordance with Data Protection Legislation.

Sharing your information with others:

Please be assured that we will not share your information for any other reason unless we are required by law or permitted to do so under this Privacy Notice. The main circumstances in which we will be permitted or required to disclose this is by law will be by court order, to government bodies and law enforcement agencies. However, sometimes we may share your information with third parties in the following ways:

- we may use carefully selected sub-processors to help us collect, store or manage your information; and
- analytics and search engine providers that assist us in the improvement and optimisation of the Website.

DATA RETENTION

Unless stated within this Privacy Notice, we will only retain your Personal Data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your Personal Data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for Personal Data, we consider the amount, nature and sensitivity of the Personal Data, the potential risk of harm from unauthorised use or disclosure of your Personal Data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

In some circumstances you can ask us to delete your Personal Data see section '*Your rights under data protection law*' below for further information.

YOUR RIGHT TO OBJECT UNDER DATA PROTECTION LAWS

You have the right to object to us handling your Personal Data when:

- we are handling your Personal Data based on our legitimate interests. If you ask us to stop handling your Personal Data in this way, we will stop unless we can show you that we have compelling grounds as to why our use of your Personal Data should continue; or
- where we use your Personal Data for marketing purposes. If you ask us to stop handling your Personal Data on this basis, we will stop.

YOUR RIGHTS UNDER DATA PROTECTION LAW

You can exercise the following rights to your data by contacting us at adminandfinance@theaylshamshow.co.uk. We will only take instructions from you or your legal representative to effect or to alter a policy and we will protect your privacy when you contact us by asking specific and relevant questions to make sure we are speaking to you or your legal representative and not to an unauthorised person.

Right of access:

You are entitled to receive confirmation as to whether your Personal Data is being processed by us, as well as various other information relating to our use of your Personal Data. You also have the right to a copy of the Personal Data which we are handling regarding you.

Right to rectification:

You have the right to require us to rectify any inaccurate Personal Data we hold about you. You also have the right to have incomplete Personal Data we hold about you completed, by providing a supplementary statement to us.

Right to restriction:

You can restrict our processing of your Personal Data where:

- you think we hold inaccurate Personal Data about you;
- our handling of your Personal Data breaks the law, but you do not want us to delete it;
- we no longer need to process your Personal Data, but you want us to keep it for legal reasons; or
- we are handling your Personal Data because we have a legitimate interest you and are in the process of objecting to this use of your Personal Data.

Where you exercise your right to restrict us from using your Personal Data, we will then only process your Personal Data when you agree, except for storage purposes and to handle legal claims.

Right to data portability:

You have the right to receive the Personal Data we hold about you in a structured, standard machine readable format and to send this to another organisation controlling your Personal Data.

Right to erasure:

You have the right to require us to erase your Personal Data which we are handling in the following circumstances:

- we no longer need to use your Personal Data for the reasons we told you we collected it for;
- where we needed your consent to use your Personal Data and you have withdrawn your consent;
- you object to our use of your Personal Data and we have no compelling reason to carry on handling your Personal Data;
- our handling of your Personal Data has broken the law; or
- we must erase your Personal Data to comply with a law we are subject to.

Right to withdraw consent:

In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your Personal Data for a specific purpose, you have the right to withdraw your consent for that specific processing at any time.

To withdraw your consent, please contact eventadmin@theaylshamshow.co.uk. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

Right to complain:

You have the right to issue a complaint directly with the Information Commissioners Office, the data protection supervisory authority for England and Wales (<https://ico.org.uk/concerns/>).

CHANGES TO THIS PRIVACY NOTICE

We may change this Privacy Notice at any time to ensure it always accurately reflects the way we collect, use and safeguard your Personal Data. Please check this notice from time to time to ensure you are aware of any updates we may have made to our Personal Data handling practices. The date of the changes will be listed in the '*Last updated*' section below. We will endeavour to notify all of our current clients of any updates to this notice via email and we will post the relevant announcement on our website homepage. We recommend that you print a copy of this page for your reference.

COOKIES

A cookie is a small data file that certain websites write to your hard drive when you visit them. The only Personal Information a cookie can obtain is information supplied by the user. A cookie cannot read data from your hard disk or read cookie files created by other sites.

You can refuse cookies by turning them off in your web browser and you do not need to have cookies turned on to successfully use our website. Most browsers are defaulted to accept and maintain cookies and you can set your browser to notify you when you receive a cookie, giving you the chance to decide whether to accept it or not.

For details of how we use cookies, please see our Cookie Policy at <https://www.theaylshamshow.co.uk/policies/cookie-policy/>.

INFORMATION REGARDING CHILDREN

We require parental consent for any competition entrants under the age of 16 and will erase any data or photographs collected if informed by the parent or legal guardian of a child whose data we have erroneously collected or without appropriate legal grounds for processing.

HOW CAN YOU MAKE A COMPLAINT?

Please note that if you are not satisfied with the processing of your Personal Data as set out in this Privacy Notice, please contact us at eventadmin@theaylshamshow.co.uk.

You have the right to issue a complaint directly with the Information Commissioners Office, the data protection supervisory authority for England and Wales (<https://ico.org.uk/concerns/>).

CONTACTING US

Please contact us at eventadmin@theaylshamshow.co.uk if you have any questions, comments or requests regarding this Privacy Notice.