

Royal Welsh Agricultural Society Privacy Notice, for marketing purposes

What this privacy notices covers

The Royal Welsh Agricultural Society (RWAS) is committed to protecting your personal information, in line with the new General Data Protection Regulations (GDPR). In this notice, references to 'we', 'us' or 'our' mean RWAS. This notice explains how we collect and use any personal information about you for marketing purposes.

Who we are

The RWAS is a registered company and charity (Company Registration No. - 892851 Wales. Charity Registration No. - 251232), based at the Royal Welsh Showground in Llanelwedd, Powys.

The RWAS is a data controller under the data protection rules and all contact details are shown at the end of this document.

Information we gather

The RWAS gathers certain information about you. This can include when you complete the online form to sign up to our newsletter, when you buy e-tickets for one of our shows, when you use the free WiFi hotspots around the showground during our events, when you become a member of the society or enter any of the competitions held during our events.

This information may include:

1. Your name
2. Your email address
3. Your postal address/postcode, if relevant
4. Your language preference (Welsh or English)

If you agree that we can stay in touch and send you details and updates about the society and our events, we will use this information for marketing purposes.

How we may use your information

If you have given us consent to process your personal information for marketing purpose, we may use this information for a number of purposes including:



Noddwr / Patron: Her Majesty The Queen
Prif Weithredwr / Chief Executive: Steve Hughson
Cadeirydd y Cyngor / Chairman of Council: David Lewis DL FRICS FLAA FRAGS

Company Registration No.: 892851 Wales Charity Registration No.: 251232 VAT No.: 134 6903 69

1. Compliance with legal, regulatory and corporate governance obligations and good practice
2. Perform services you have requested – send you a digital newsletter
3. Notify you about changes to our service
4. Provide you with information about the society and our events

If you have agreed that we can stay in touch for marketing purposes, this grants us the right to use the email address, provided by you, to send you updates and emails.

You may opt-out of these digital newsletters at any time by clicking the 'unsubscribe' link at the end of the emails.

Information disclosure

We use third parties to help process the data needed to send our digital newsletters, sell our e-tickets and facilitate the free WiFi at the events.

These third parties are known as data processors and we require them to comply strictly with our instructions and the data protection laws. We enter into contracts with all of our data processors and regularly monitor their activities to ensure they are complying with our policies and procedures and that appropriate controls are in place.

We may have to disclose your personal information to third parties if we are under a duty to do so in order to comply with a legal obligation (for example to government bodies and law enforcement agencies).

The WiFi hotspots at our events are often sponsored by a third party. When signing up to access the free service, you will be given the option to opt-in to receive marketing emails from the RWAS, from the sponsor, from both of us, or from neither of us. Opting out of receiving marketing emails from either of us will not restrict your use of the service.

Consent

By consenting to this privacy notice you are giving us permission to process your personal data specifically for marketing purposes. You may withdraw consent or change your personal details at any time by following the relevant links at the bottom of our emails.

We will not use your information for marketing purposes if you have indicated that you do not wish to be contacted by us for such purposes. However, we will retain your details on a separate suppression list to help ensure that we do not continue to contact you.

Legitimate interest

If you have purchased an e-ticket for one of our events, you may receive occasional emails from us, notifying you of details of the events, letting you know when the same, or similar, tickets are available for purchase in the future and/or any changes to our events/services.

You may opt-out of these legitimate interest emails at any time by clicking the 'unsubscribe' link at the end of the email.

Website

We use cookies on our website to manage the operation and performance of our site. Cookies are small data text files that are placed on your computer when you visit a website. Cookies help to make websites work efficiently and provide us with information about how our website is used.

Keeping your records

We keep your personal data for marketing purposes only for as long as you want to hear from us or for as long as is necessary to comply with tax and accounting regulations (if appropriate). You may unsubscribe from our marketing communications by clicking on the unsubscribe link at the bottom of the emails.

Where we may store your information

Your personal data will be stored at the RWAS head office or with one of our GDPR compliant third party suppliers (our data processors).

By submitting your personal data, you agree to this storing and processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with the GDPR rules.

Your rights

You have the right to:

1. To keep us updated and have any inaccuracies in your data corrected. If you would like to update the details we hold about you, please contact us or choose the update my subscription preferences at the bottom of our emails.
2. Request a copy of the personal information we hold about you. We require you to prove your identity with two pieces of approved identification. Request that we delete your personal data so it is erased from our records.
3. Have the data we hold about you transferred to another organisation.
4. Object to certain types of processing such as direct marketing.
5. Object to automated processing, including profiling.

Changes to this notice

We may update the terms of this privacy notice if needed. A copy can be seen on our website at any time. If the changes are significant, we will send you an email to let you know what they are.

Enquiries and complaints

Please contact us if you have any enquiries arising from this privacy notice. Where possible, please raise all enquires in writing.

If you are unhappy with our work or something that we have done or failed to do, please inform us in writing. The RWAS will acknowledge receipt of all complaints and will endeavour to investigate the complaint as soon as reasonably practicable.

All enquiries or complaints should be sent to:

The Royal Welsh Agricultural Society, Royal Welsh Showground, Llanelwedd, Builth Wells, Powys. LD2 3SY

Telephone: 01982 553683, E-mail: requests@rwas.co.uk, Website: www.rwas.wales

You may also complain directly to the Information Commissioner's Office if you are concerned with how we are handling your personal information:

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Telephone: 0303 123 1113 or 01625 545745, Website: www.ico.gov.uk

Updated in May 2018