

## **Privacy**

The English Shetland Sheepdog Club (ESSC) takes your privacy seriously. We are committed to protecting your personal information. This policy sets out how the ESSC uses the information that you provide us with in order to administrate the Club.

### **Privacy policy - your data**

**About us:** Established in 1914, the ESSC is the largest and most influential Shetland Sheepdog Club to represent the breed in the United Kingdom.

We will not sell your data to any third parties, but we may sometimes share your information with our branches and sections, other Shetland Sheepdog Clubs in the UK, the Shetland Sheepdog Breed Council and the Kennel Club. If your details appear on our list of judges, your data will be published on our website and may be shared with the Kennel Club and other clubs looking for judges.

### **Who we are**

Our Data Protection Officer can be contacted at [dpo@essc.org.uk](mailto:dpo@essc.org.uk)

### **Your Information – what we collect and how we use it**

The ESSC collects information from our members and collects information from members of the public when they rehome or adopt a dog. This will include your name and contact information. We use this information to keep in contact with you.

We collect information from our approved judges, which includes your name and contact details, to produce a list of judges. This list is published on our website and may be used by other clubs when looking for a judge. We also use this information to keep in contact with you.

The ESSC also collects information from you if you purchase goods and services from us. No payment details are held by the ESSC, but may be held by our payment providers Lloyds Bank, PayPal and SagePay. These transactions are subject to each provider's own Privacy Policy.

We are also obliged by the Kennel Club to keep a record of your name and contact information when you enter one of our shows. This information will be held for 12 months and then destroyed.

If you have given us your consent, we will keep you informed of the Club's activities by post or email.

We will publish your contact details in our Handbook, but only if you have given us your consent.

### **The Law about protection of personal information**

The Law on Data Protection is derived from various pieces of legislation These include the Data Protection Act and new General Data Protection Regulation (the 'GDPR') which comes into force in May 2018. The GDPR states that personal data can only be collected, stored or used if there is a legal reason to do so. The GDPR provides six legal reasons under which personal information can be used in a way that is lawful. For the processing to be permitted by law, at least one of the legal grounds must apply.

The three legal grounds that are most relevant to the ESSC's use of your personal information are:

- Consent
- Legitimate Interest
- Contract

## **How the law applies to the ESSC's use of personal information**

The ESSC will only use your personal information if we have:

- asked you and have a record of your express and recent consent for us to do so;
- a 'Legitimate Interest' to do so in order to administer the Club. Our use will be fair and balanced and never have an impact on your rights.
- a contract with you that we can only fulfil by using your personal information, for example to provide you with goods or services that you have requested.

We will not prioritise our interests as a club over your interests as an individual. We will always balance our interests with your rights. We will only use personal information in a way and for a purpose that you would reasonably expect in accordance with this Policy.

The ESSC will not rent, swap or sell your personal information to other organisations.

### **Consent**

The ESSC will always ask for your consent before we communicate with you for certain purposes. We will only mail or email you to keep you informed of our activities if we have an accurate record of your recent and freely given consent to do so.

The ESSC will only publish your name and contact details in our Handbook if we have an accurate record of your recent and freely given consent to do so.

You can withdraw your consent at any time by emailing [dpo@essc.org.uk](mailto:dpo@essc.org.uk)

It may be that it is not practical to obtain and record consent. At those times, we will only process personal information if it would meet another legal reason, for example Legitimate Interests, in which case we would only process in accordance with the law's strict rules.

### **What is Legitimate Interest**

This legal reason means that an organisation can process your personal information if they 1. have a genuine and legitimate reason for doing so and 2. That use does not harm any of your rights and interests as an individual.

We do not prioritise our legitimate interests as a club over your interests as an individual. We always respect your rights.

There are three groups that fall into this category:

- members
- members of the public who have rehomed a dog or adopted a dog
- judges on our judging list

### **What we have a Legitimate Interest to do**

Unless you tell us not to, we think you are happy for us to keep and use your personal information for the following lengths of time. As of May 2018, we promise not to keep your personal information for longer than we specify below. This is not the length of time that we will continue to contact you – this could be shorter.

- Members

We need to keep your data whilst you are a member of the Club. For lapsed or cancelled memberships, we will keep your data for up to 2 years.

- members of the public who have rehomed a dog or adopted a dog

We think that you and the dog you rehomed from us would like to remain in contact with us throughout their lifetime and we will therefore keep your personal information to allow for this, unless you tell us otherwise.

- judges on our judging list

We believe that those judges approved by the Club and listed on our judging list wish to be promoted to dog clubs and societies as potential judges for their shows. We will publish their details on our website and share information with dog clubs and societies.

### **Legitimate Interest to send you mail**

Unless you tell us not to, we will rely on our Legitimate Interest ground (explained above) for sending members mail or emails. From time to time, we will send you information about our activities. You can update your preferences at any time by emailing us at [dpo@essc.org.uk](mailto:dpo@essc.org.uk).

### **Legitimate Interest to process your information**

We aim to be clear about what information we collect, to enable you to make choices about how it is used.

When it is necessary we will contact you for administrative purposes, e.g. to contact you regarding a payment. We will also hold the minimum personal information required to support our ability to respect your preferences for communication with us.

- To send postal communications (as above)
- To fulfil transactions; process and deliver your order(s). To take payment and arrange delivery, we need to collect personal information, including your full name, delivery address and contact details. Your payment details may be held by Lloyds Bank, PayPal or SagePay and your transactions are subject to their Privacy Policies.

The above examples are on the basis that the processing will not be done if it harms your rights and interests as an individual, or if you tell us that you'd like us to stop.

### **Changes to your data ( rights of access)**

From time to time we may contact you to ensure that the information you have provided us with remains accurate and up to date.

Like all organisations, we comply with requests for the disclosure of personal information where this is required or permitted by law. This could include requests from the Kennel Club. In these circumstances, the request must be submitted in writing and in accordance with the relevant legal requirements.

If you believe your privacy rights have been violated, you may file a complaint with us.

### **Web Privacy**

We at the ESSC guarantee our commitment to respecting and protecting your online privacy.

#### *Emails*

Emails that we send you have no tracking in at all.

#### *Web Security*

Financial transactions made online to the ESSC using this site are processed by PayPal and are secure. No one in the ESSC can access your credit card details via the internet.

#### *How our website works*

When you have completed your transaction, your web browser will be connected directly to PayPal. You will find PayPal's security and privacy policy on their website.

#### *Information*

All information given on this site is correct to the best of our knowledge.

Whilst the ESSC is happy to supply any assistance and guidance regarding the welfare of Shetland Sheepdogs to ESSC members and members of the public, it must be appreciated that such guidance is based only on information supplied to the ESSC and the Club will NOT be liable for injury, loss or damage arising from such guidance supplied.

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Please note that all material on this website is the copyright of the Club or third parties.

The name and logo of the ESSC are protected. Any use of this name or logo must be made with the prior express permission of Club. If you are unsure what material you can or cannot use please contact us.

#### *Photography*

All photography on this site is reproduced with kind permission of the photographers concerned and is the copyright of the photographer. You may not use these photographs in any form without the express written permission of the photographer concerned.

This information was last updated in May 2018. From time to time, we will make changes to the information on this page. The amended information will apply from the date it is posted on the site and will govern the way in which we collect and use personal information from then on.

ESSC May 2018