



KENT COUNTY AGRICULTURAL SOCIETY PRIVACY POLICY

Our commitment

The Kent County Agricultural Society is a registered charity whose objectives include the encouragement of agricultural education and research and the holding of the annual Kent County Show. We are assisted with this by our related undertakings, The Kent Event Centre and Oak View Caravan Park.

The Kent County Agricultural Society and its related undertakings keep information about its members, staff, visitors, clients and other interested parties. We communicate mainly by email and post but may communicate verbally for more urgent matters. Communications are for informational purposes, membership updates and for the promotion of our events and other associated activities.

The Kent County Agricultural Society is committed to protecting the privacy of its users, however we are not responsible for the privacy practices of third party event organisers.

This Privacy Policy governs the manner in which the Kent County Agricultural Society collects, uses, maintains and discloses information and data collected or captured which will be used and held in accordance with the requirements of the General Data Protection Regulations 2018.

Information we may collect from you

The Kent County Agricultural Society and its related undertakings, the Kent Event Centre and Oak View Caravan Park, retain information about its members as well as visitors, supporters, officials, exhibitors and volunteers and other interested parties. Upon joining or supporting the Kent County Agricultural Society or renewing annual subscriptions, we will request certain personal details such as name, address and contact details. We will use this data for communicating with members and supporters and to enable exhibitors to attend the annual show.

When individuals actively sign up or subscribe to our membership or communicate with us, they may choose voluntarily to give us certain information (for example by filling in text boxes or completing registration forms). This information requires direct action by the individual at the time in order for us to receive it. Our members have implied consent to the Kent County Agricultural Society by actively giving us their details when subscribing. In doing so, they are allowing active communication from us on such matters as stated above.

You may also give us information by using our website or that of one of our related undertakings, filling in forms, corresponding with us, entering a competition, promotion or survey, viewing video content or when you report a problem.

By using our websites and/or by sending information to us you agree to be bound by the terms of this Privacy Policy. We will not do anything with your data except as directed by you or as otherwise set out in this policy.

There will always be the option to opt out of future communications should members or other parties wish to do so when giving information, or at any point during our relationship.

Use of personal information and how the law applies

There are times when it is not practical or feasible for the Kent County Agricultural Society and its related undertakings to obtain or record consent, however this information will only be used or processed if there is a legitimate interest for us to do so, and in doing so your interests and rights as an individual are not harmed.

We may use this information to:

- Carry out our obligations arising from any contract entered into between you and us;
- For internal operations including data analysis, statistical records and surveys;
- Allow you to fully participate in the events that are held on site;
- Operate your membership benefits.

How long we retain the information for

The Kent County Agricultural Society and its related undertakings will not retain information for longer than necessary. We will only hold on to the information you provide either for as long as you are a member or until you end other relationships with us, or for 24 months in other circumstances. If legally required or if it is reasonably necessary to resolve disputes, prevent fraud or abuse or if we have a legitimate interest, we may also retain information for a limited period of time as required, even after you are no longer a member or no longer associated with the Kent County Agricultural Society and its related undertakings. You are entitled to request that any of your data is deleted from our records at any time.

Consent

The Kent County Agricultural Society and its related undertakings will not contact any persons for whom we do not have consent to do so. We understand that you trust us with your personal information and we are committed to ensuring the security and privacy of your personal information. You are able to do any of the following:

- You can verify the details you have submitted to the Kent County Agricultural Society and its related undertakings by contacting our office at Alan Day House, Kent Showground, Maidstone, Kent ME14 3JF 01622 630975 info@kentshowground.co.uk info@kenteventcentre.co.uk info@oakviewcaravanpark.co.uk
- You can contact us to change, correct or delete any or all of your personal information. We may retain archived copies of your information as required by law or for legitimate business purposes (including helping address fraud and spam).
- You can unsubscribe from receiving emails from us by clicking the “unsubscribe” link at the bottom of any email. Once you do this, you will no longer receive any emails from us.
- You can request a readable copy of the personal data we hold on you at any time. To do this, please contact us at Alan Day House, Kent Showground, Maidstone, Kent ME14 3JF 01622 630975 info@kentshowground.co.uk info@kenteventcentre.co.uk info@oakviewcaravanpark.co.uk



Web browser cookies

The websites of the Kent County Agricultural Society and its related undertakings use “cookies” to collect information about how the sites are used by visitors and to enhance the user experience. Cookies help us to make our websites a better place for visitors and allow us to constantly improve. Cookies provide non-personal statistical information about visits to pages on the sites which may include the duration of individual page views, paths taken by the visitor through the site and other general information. None of this information is associated with you as an individual. If you disable cookies, please note that some parts of the website may not function properly.

Where we store your personal information

The data we collect from you may be transferred to and stored at a destination within the European Area (EEA). By submitting your personal data, you agree to this transfer, storing and processing. We will take all steps practicable to ensure this data under the Privacy Policy is treated securely. We will use strict procedures and security features to try to prevent unauthorised access however, the internet is not completely secure and we cannot guarantee the security of your data transmitted to our site. Any transmission is at your own risk.

Changes to your data

From time to time the Kent County Agricultural Society and its related undertakings may need to contact those in its membership and database to make sure that we have accurate details for you.

Data sharing

The Kent County Agricultural Society and its related undertakings will not rent, swap or sell any personal information to other organisations. Information is only shared with direct connections, such as between the undertakings within our group. It may sometimes be necessary in certain circumstances to share your data with specific third parties with Legitimate Interests where your interests and fundamental rights do not override those interests.

The future

Please note, we are constantly reviewing how we process and protect data. Therefore, changes to our policy may occur at any time. We will endeavour to publicise any changes. The most recent Privacy Policy can always be found on our websites – www.kentshowground.co.uk
www.kenteventcentre.co.uk www.oakviewcaravanpark.co.uk