



Privacy Policy of The Fife Agricultural Association

The privacy and security of your personal data is important to us. This policy describes the information we may collect about you; the ways in which we collect, use, maintain and share your personal data; and your rights in this regard.

1. The Fife Agricultural Association is a Charity registered in Scotland No SC011016. This Policy applies to information held on behalf of The Fife Agricultural Association, including that relating to The Fife Show.
2. The data held is provided to us by you, in the course of our legitimate interests as a membership organisation and Charity providing support and assistance to its members. The data we keep is limited to that required to undertake our role as an Association and Charity.

From Members, we collect personal information which may include their name, address, date of birth, email address, telephone and mobile numbers and financial information to allow us to process and service their membership, and supply tickets for The Fife Show.

We collect personal information such as name, address, date of birth, email address, telephone and mobile numbers and financial information relating to all parties involved with The Fife Show – visitors, exhibitors, competitors, volunteers, sponsors and suppliers, in order to facilitate their involvement with the event. Such data will only be used to provide them with information relevant to their role within The Fife Show.

Photography and filming may take place at The Fife Show. The photographs and/or film may be used for promotional, educational, marketing and communications purposes and may also be published on our website and/or social media platforms.

Our website (www.fifeshow.com) uses “cookies” for analytical purposes. Through their use we are able to track visitors to our website to improve the user experience. Although it traces IP addresses, no personal data other than the address is collected. Our website and other social media platforms may, from time to time, contain links to third party websites. If you follow a link to any of these websites, please note that we cannot accept any responsibility or liability for their policies. Please check the privacy policies of these websites before you submit any personal data to them.

3. Data held by us will only be used as permitted under the EU General Data Protection Register (GDPR) and will only be held if we have a lawful basis for doing so. We will not transfer your data outside of the European Economic Area (EEA) or sell your data to any third parties but may share it for necessary administrative purposes e.g. to Breed Societies/Affiliated Societies/Equine Events to whom we submit entries and results to be checked for validity and eligibility. We retain personal data properly and securely to enable us to meet legal requirements, business needs and to evidence agreements or events where required. We will retain your data unless you ask us to delete it for as long as it needs to be held in furtherance of our charitable objectives; for necessary administrative purposes; in furtherance of any legal obligation we hold and if there are overriding business interests, such as the safety and security of others to do so.

Details of competition winners may be published on our website and/or social media platforms and may be circulated to other media outlets for promotional purposes.

We may contact you in such a manner and for purposes that you would reasonably expect us to do so.

4. You have the right to ask us to tell you about the personal data we hold about you and what we use it for; you can ask for a copy of any personal information we hold; you can ask us to correct any inaccuracies; you can ask us to stop sending you information and in some circumstances you can ask us to delete all personal data we hold on you.

Where consent is required for certain types of processing, we will only process your data where we have that consent.

Any complaints about our use of data, requests for copies of that data and any issues with its collection, retention and disposal should be addressed to the Secretary at the address below. Further information that details your rights in this regard can be found on the website of the Information Commissioners Office (ICO). If you are unhappy with how we deal with you, you have the right to complain to the ICO.

5. To discuss any questions you have about this policy or how we use your personal data, please contact us at secretary@fifeshow.com or write to the Secretary at Nether Findas, Chance Inn, nr Cupar Fife KY15 5PQ.