

## **Privacy Policy Notice**

The policy: This privacy policy notice is for this website: [www.blackingtonstud.co.uk](http://www.blackingtonstud.co.uk) and served by Blackington Stud, Manor Farm, Garford, Abingdon, OX13 5PB and governs the privacy of those who use it. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information while browsing or using this website, including your rights under current laws and regulations. If you do not agree to the following policy you may wish to cease viewing / using this website.

Policy key definitions:

"I", "our", "us", or "we" refer to the business, Blackington Stud.

"you", "the user" refer to the person(s) using this website.

GDPR means General Data Protection Act.

PECR means Privacy & Electronic Communications Regulation.

ICO means Information Commissioner's Office.

Cookies mean small files stored on a user's computer or device.

## **Processing of your personal data**

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases.

We are exempt from registration in the ICO Data Protection Register because we are a hobby micro business which does not employ anyone.

### **Lawful basis: Consent**

The reason we use this basis: You have contacted us for information

We use the information you have supplied to contact you about any ponies, horses or services that you have asked us about.

We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.

We do not share your information with third parties unless you have given your permission (e.g. other horse/pony breeders or stallion owners you have expressed an interest in.

### **Lawful basis: Contract**

The reason we use this basis: if you have purchased semen or a pony/horse from us or other services

We draw up invoices or contracts including your name and address details and we may need to forward details of your mare and your contact details and/or your vet's to relevant stallion owners/providers of services with your consent.

Data retention period: We shall continue to process your information until the contract between us ends or is terminated under any contract terms.

Sharing your information: We do share your personal information with third parties as above but only with your consent and in order to provide an efficient and successful service to you

**Lawful basis: Legal obligation**

The reason we use this basis: Only where we required by the Police or other Government Agency or Court etcetera

We process your information in the following ways: We will provide your known contact details as required by Law

Data retention period: We will retain this information in line with government/legal guidelines

**Lawful basis: Vital interests**

The reason we use this basis: Should there be a dispute during or after the contract/service period has expired in order to defend ourselves.

Data retention period: 6 years

Sharing your information: We will only share your personal information with third parties in this case and they include; solicitors, court, advisory and trade bodies.

**Lawful basis: Legitimate interests**

The reason we use this basis: We may contact you after your initial enquiry has been satisfied if we have other ponies/horses that you may be interested in if you have asked us to do so

We process your information in the following ways: We use the information you have supplied to contact you.

Data retention period: open ended

We do not share your information with third parties unless you have given your permission.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

**Your individual rights**

Under the GDPR your rights are as follows.

the right to be informed;

the right of access;

the right to rectification;

the right to erasure;

the right to restrict processing;

the right to data portability;

the right to object; and

the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [[www.ico.org.uk](http://www.ico.org.uk)] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

### **Data security and protection**

Your personal information is held on passworded computers and e-mail systems, and where on paper is held in a secure office.

### **Resources & further information**

Overview of the GDPR - General Data Protection Regulation

Data Protection Act 1998

Privacy and Electronic Communications Regulations 2003

The Guide to the PECR 2003

Twitter Privacy Policy

Facebook Privacy Policy

Google Privacy Policy

Linkedin Privacy Policy

Mailchimp Privacy Policy

Small business GDPR policy template

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