



## PRIVACY STATEMENT

### 1. INTRODUCTION

- 1.1 The purpose of this Privacy Statement is to outline how Irish Cattle Breeding Federation Society Limited (“**ICBF**”) deals with personal data you may provide us with while communicating with us, availing of our services or visiting our website. By visiting our website (at [www.icbf.com](http://www.icbf.com)), you are accepting the terms of this Privacy Statement. Any external links to other websites are clearly identifiable as such and ICBF is not responsible for the content or any other aspect of such other websites.
- 1.2 If you have any concerns or queries in relation to the Privacy Statement, please send these to us at the following address: Chief Executive, ICBF, Highfield House, Shinagh, Bandon. Co. Cork or email ICBF at ([dpo@icbf.com](mailto:dpo@icbf.com)). If you are not prepared to accept the terms of this Privacy Statement, you should not use our website.

### 2. PERSONAL DATA/PURPOSE

- 2.1 Personal data is data that identifies you or can be used to identify or contact you and includes information such as your name, address, phone, fax, email address, birthday, marital status, occupation etc. You provide most of the information to us when you search the web, participate in a contest or questionnaire or communicate with ICBF by email, post, telephone or otherwise. For example, you provide information when you sign-up for any of our services such as HerdPlus<sup>®</sup>. As a result of such actions, you may supply us with information constituting personal data.
- 2.2 Other information that we may collect and analyse includes the IP Address used to connect your computer to the internet, log-in, email address, computer and connection information such as browser type, operating system and platform and other information that you viewed or searched for.
- 2.3 Information we obtain from customers helps us personalise and improve the service provided by ICBF. We use the information to deliver services and products, process payments, communicate with you about services, products and promotional offers, to generally maintain and update our records, to improve our website, to prevent or detect abuses of our website and to carry out technical functions in relation to the website. We may, in particular, use the personal data we obtain for the following purposes:-

- (a) to respond to any queries you submit to us;
  - (b) to seek your views on our website business and our services;
  - (c) to provide you with information on ancillary services offered by us or our business partners;
  - (d) to send you newsletters or other forms of communication in relation to our services and products;
  - (e) to send messages or data to your mobile phone or computer where you have provided us with mobile phone and/or email details.
- 2.4 If you do not provide us with your information for the purposes described above, we will not be able to send you our newsletters and other notifications, respond to your queries or liaise with you in relation to our services.
- 2.5 Personal data is shared with agents or other companies and individuals to perform functions on our behalf such as delivering brochures, mail marketing, analysing data, providing marketing assistance, and processing credit card payments. Such agents have access to the personal data needed to perform their functions. In addition we may when offering certain services seek your consent to share personal data with other parties for particular purposes,
- 2.6 In limited and necessary circumstances, your personal data may be transferred outside of the EEA or to an international organisation to comply with our legal or contractual requirements or where we obtain your consent. In this case we will take reasonable steps to check that appropriate safeguards are in place to ensure the security of your personal data.
- 2.7 We also reserve the right to transfer information, including personal data, to third parties in the event of a sale, merger, liquidation, receivership or transfer of all or substantially all of the assets of ICBF, provided that the third party agrees to adhere to the terms of the Privacy Statement.
- 2.8 Our legal basis for processing personal data are:
- (a) where such processing is necessary for the performance of a contract to which the person is a party or applying for;
  - (b) our legitimate interest in the administration and operation of our business and the services we provide and the marketing of such services;
  - (c) to comply with our legal and regulatory obligations;
  - (d) in limited circumstances, your consent (where we have sought it and you have provided it to us), and in which case, you can withdraw your consent at any time.
- 2.9 If we collect any special categories of personal data (eg personal data about your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, physical or mental health or condition, or sexual life as well as data about criminal offences or convictions) our legal bases for processing such data are:
- (a) to comply with our legal and regulatory obligations;

- (b) in limited circumstances, your explicit consent (where we have sought it and you have provided it to us), and in which case, you can withdraw your consent at any time.
- 2.10 We will not hold personal data for longer than is necessary for the purpose(s) for which it was obtained and in accordance with our records management policies and procedures. Once the relevant retention period has elapsed we will take all reasonable steps to destroy, erase or otherwise put this data beyond use.
- 2.11 We may record telephone calls, both to and from our offices for training and verification purposes.
- 2.12 We do not use any personal data for the purpose of automated decision-making or profiling.

### **3. DISCLOSURE**

- 3.1 ICBF may, from time to time, pass your contact details to carefully vetted businesses that provide products or services which we feel may be of value to your farming business. To choose not to receive messages from such businesses or from ICBF send a blank email to [unsubscribe@icbf.com](mailto:unsubscribe@icbf.com).
- 3.2 We will disclose your personal data if we believe, in good faith, that we are required to disclose it in order to comply with any applicable law or court order or to protect the rights of ICBF or others.

### **4. SECURITY**

- 4.1 Your personal data is held on our secure servers. We cannot guarantee or warrant the security of any information you transmit to us via the internet. We will, however, take all reasonable steps to protect your personal data.

### **5. YOUR RIGHTS**

- 5.1 ICBF will process all personal data in line with an individual's rights and in particular their right, in certain circumstances and subject to certain exemptions, to:
  - (a) access the personal data - you have the right to request a copy of the personal data that we hold about you, together with other information about our processing of that personal data;
  - (b) rectification- you have the right to request that any inaccurate personal data that is held about you is corrected, or if we have incomplete information you may request that we update the information such that it is complete;
  - (c) erasure - you have the right to request us to delete personal data that we hold about you. This is sometimes referred to as "the right to be forgotten";
  - (d) restriction of processing or to object to processing - you have the right to request that we no longer process your personal data for particular purposes, or to object to our processing of your personal data for particular purposes;
  - (e) portability - you have the right to request us to provide you, or a third party, with a copy of your personal data.

- 5.2 In order to exercise any of the rights set out above, please contact Chief Executive, ICBF, Highfield House, Shinagh, Bandon. Co. Cork or email ICBF at ([dpo@icbf.com](mailto:dpo@icbf.com))
- 5.3 If we are processing personal data based on your consent, you may withdraw that consent at any time. This does not affect the lawfulness of processing which took place prior to its withdrawal.
- 5.4 You may lodge a complaint with a supervisory authority. The Irish supervisory authority is the Data Protection Commission.
- 5.5 If you do not wish to receive e-mail or other mail from us, please send a blank e-mail to [unsubscribe@icbf.com](mailto:unsubscribe@icbf.com).
- 5.6 If you do not wish to receive text messages on your mobile phone from us please text “STOP” to 089-4577663.

## 6. CHANGES TO THE PRIVACY STATEMENT

- 6.1 As the business of ICBF will constantly change, our Privacy Statement may need to be amended. We may email reminders of any such changes to you, unless you have asked us not to contact you, but you should check our website frequently to see any recent changes. Our current Privacy Statement applies to all information that we have about you.

**Issue Date:** 25<sup>th</sup> May 2018

**Registered Office:** Irish Cattle Breeding Federation Society Ltd, Highfield House, Shinagh, Bandon, Co Cork. Registered Dublin, Ireland. Registration Number 4914R, Industrial and Provident Societies Acts, 1893 to 2014.

Reference: \\ Company\Web\Privacy Statement\_ver4.DOC