



Privacy Policy

The privacy and security of your personal data is very important to us. This privacy policy sets out the ways in which we collect, use, maintain and disclose your personal data whether as a Member of the British Limousin Cattle Society Ltd (“BLCS”), a volunteer, exhibitor, competitor or sponsor, a user of our websites, social media or other digital platforms or an attendee of events organised by BLCS. This privacy policy will be updated from time to time.

1. Who are we?

In this policy, ‘we’, ‘us’ and ‘our’ refers to The British Limousin Cattle Society Ltd.

2. What data do we collect?

a. British Limousin Cattle Society members

We collect personal information including your name, address, date of birth, email address, occupation, telephone and mobile numbers and financial information in order to process and service your membership. Your involvement with us may result in personal data being created; this could include details of your involvement with us by volunteering or donating to a particular cause. If you buy a membership as a gift or are the parent of one of our junior members, your details will be recorded and your association with that member will be recorded. We sometimes conduct research and analysis on information we hold, which can, in turn, generate personal data.

b. Attendees at Society Shows & Sales

We collect personal information about judges, stewards, exhibitors, competitors and sponsors including name, address, date of birth, email address, occupation, telephone and mobile numbers and financial information as appropriate in order to effectively facilitate your involvement with us. Your involvement with us may result in personal data being created.

Filming and photography takes place at society shows & sales. The film and/or photographs may be used for promotional, educational, marketing and communications purposes and may also be published on our websites, social media and other digital platforms.

If you do not wish to appear in such images, please write to us (see ‘Contact us’ section below).



Attendees at Society Shows & Sales may be required to prove their age for any age-restricted event or activity or to submit to a search to prevent prohibited items being brought into the event. In such cases we may take your personal details including name, address, date and place of birth. These details may be shared with police services. We record details of any public safety, medical or welfare incidents, including personal data of those involved in the event including witnesses, on our internal systems.

c. Websites, social media and other digital platforms

We collect personal information when you visit or engage with us on our websites (www.britishlimousin.co.uk and www.taurusdata.co.uk) including by placing an order, filling out a form and in connection with other activities, services, features or resources make available on our sites. We also collect personal information on social media or other digital platforms including Facebook, LinkedIn, Twitter, Instagram. This may include, as appropriate, your name, address, date of birth, email address, telephone and mobile numbers and financial information.

Cookies, non-personal identification information and third-party websites

Cookies are small text files placed on your computer or device by websites you visit. They are used to improve your experience as a visitor and make websites function properly or more efficiently. See our separate Cookie Policy for further details and advice on how you can accept or decline cookies.

We may collect non-personal identifying information when you interact with us on websites, social media and other digital platforms.

Our website and other digital 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 those policies. Please check the privacy policies of these websites before you submit any personal data to them.

d. Award applicants

We collect personal information about applicants and recipients for awards including name, address, date of birth, email address, telephone and mobile numbers, occupation, employer information and HCS membership number as appropriate.

e. Competition entrants

We collect personal information about competition entrants including name, address, email address, telephone and mobile numbers and HCS membership number as appropriate.

f. CCTV images

We collect CCTV images of those visiting the Society Shows, Society Sales and attending the Society's office premises.



g. Marketing and fundraising (see section 5 below).

3. Young people's data

We will not make fundraising calls or send fundraising emails to young people. We may send young people information on member benefits and volunteering and competition opportunities at the Society Shows & Sales.

a. BLCS members young people

We collect the junior member's name, address and date of birth. We also collect an email address, telephone and mobile number in order to process and service that membership. These will either be the contact details of the junior member or the contact details of their parent or carer.

b. BLCS Events

For young people entering any society competition, we collect and store your name, mobile number and/or email address for the purposes of administering the competition. For young people volunteering or competing at society events, we collect and store your name, address, date of birth, email address, occupation, telephone and mobile numbers and financial information as appropriate for the purposes of effectively facilitating your volunteering and administering the competition and informing you of future volunteering and competition opportunities.

c. Website and other digital and media platforms

We do not target the provision of information and society services at children.

4. How we use your personal data

We only use your personal data as permitted under the EU General Data Protection Regulation (the GDPR), the Data Protection Act 2018 and the Privacy of Electronic Communication Regulation 2003 (together, the 'Data Protection Legislation').

a. BLCS members

We use the personal data you provide as a member to service your membership. This includes keeping you informed about BLCS and our work, sending you ancillary information, sending membership renewal information and processing payments. We do this to fulfil our contract with you as a member. BLCS Trustees review membership lists from time-to-time to ensure information on members is accurate and kept up to date.

As a member, you will be invited to participate in the election of Trustees in accordance with the Bye-Laws.

We sometimes conduct research and analysis on information we hold in order to ensure our membership offering remains relevant and to inform future developments.



b. Attendees at events organised by the British Limousin Cattle Society Ltd

Volunteers

We use the personal data you provide to facilitate your effective volunteering at the Society Shows & Sales and to inform you about future volunteering opportunities.

BLCS exhibitors, sponsors and event promoters

We use the personal data you provide to fulfil our contract with you and keep you informed about the event.

Competitors

We use the personal data you provide to fulfil our agreement with you and administer the relevant competition. The details of competition winners will be published in the Annual Journal (which is sent to all BLCS members) and may be published in other media for promotional purposes. We will also process your personal data to keep you informed about future competition opportunities

c. Websites

Personal data collected on our websites may be used for the following purposes:

- To process payments in relation to an order;
- To run a promotion, contest, survey or other feature;
- To update you on an order, respond to your query or request and keep you informed about future events or our work.

This will always be in accordance with Data Protection Legislation and with your consent where necessary.

d. Award applicants

We use the personal data you provide in order to administer the application. Winners of awards may have their details published in the Society Journal and/or the BLCS websites and may be asked to take part in wider publicity.

BLCS Trustees review lists of award winners from time-to-time to ensure information on these is accurate and kept up to date.

e. Competition entrants

We use the personal data you provide to administer the competition and to make the identity of winners known in line with CAP (Committee of Advertising Practice) Code requirements.

We may contact you about aspects of BLCS' work but will only do this in line with the Data Protection Legislation and with your consent where necessary.

f. Marketing and fundraising

See section 5 below.

Breed Smarter.



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

5. Marketing and fundraising (HCS)

We would like to use your details to keep in touch about things that may matter to you. BLCS fundraises from, and partners with, individuals, companies and foundations who want to support BLCS in its aims and objectives.

Principal objectives

The promotion of agriculture for the public benefit by encouraging, promoting and improving the breeding of Limousin cattle in the United Kingdom of Great Britain and Northern Ireland, or elsewhere, and with a view thereto and if in so far as may be thought fit, to purchase, import, breed, hire or otherwise acquire and hold, recall, let out on hire or otherwise deal in Limousin cattle whether of British or foreign origin.

Aims

- the maintenance of an accurate herdbook and the provision of herdbook services to members
- the management of technical and breed improvement programmes
- the funding of educational programmes through agricultural colleges
- national genetic evaluation of the breed and the provision of performance recording to all members
- the promotion of Limousin cattle, beef, semen and embryos to all potential markets

We would like to communicate with you about such matters, including by email or text if you have consented to receive such information in this way.

We may invite you to support our vital work by getting involved with a campaign, making a donation, getting involved in fundraising activities or leaving a gift in your will.

We may collect personal information to conduct supporter research and we may also analyse information you provide to us with other freely available public information to create a profile of supporter interests, preferences and level of potential donations so that we can contact you in the most appropriate way and with the most relevant information.

Before contacting you, we may use data analysis to interpret your data and predict how likely you are to be interested in or responsive to a particular campaign.

If you make a donation, we will use any personal information you provide to record the nature and amount of your gift, claim Gift Aid where you've told us you're eligible and thank you for your gift.

Breed Smarter.



When you interact with us, we will note anything relevant and store it securely on our systems.

If you have told us that you are planning to, or are thinking about, leaving us a gift in your will, we will record this information, including any information about how you would like the gift to be directed, if you have told us this.

a. Major donors

Where we have identified that you may have the capacity and/or affinity to support the BLCS at a higher level, we may collect additional information about you and combine, analyse and compile that information into a profile in order to assist us in engaging with you in a more personalised way.

b. Members

As a member of BLCS, we may also contact you from time to time with other great offers connected with the BLCS

You may opt out of your data being combined and analysed for marketing purposes by contacting us as set out in the 'Contact us' section below.

Please note that we are required to conduct a minimum level of due diligence before seeking or accepting major donations. This means that if you opt out of analysis of your data for due diligence purposes, we may not be able to accept donations from you.

c. Sponsors

We may contact you from time to time regarding fundraising and partnership opportunities with BLCS.

You may opt out of your data being combined and analysed for marketing purposes by contacting us as set out in the 'Contact us' section below.

Please note that we are required to conduct a minimum level of due diligence before seeking or accepting major donations. This means that if you opt out of analysis of your data for due diligence purposes, we may not be able to accept donations from you.

6. Third party processors

We may sometimes ask third parties to process personal data on our behalf. This may include the transfer of personal data outside the EEA.

We will always ensure that any such processors treat your data securely, in accordance with our terms and requirements under the GDPR.

We do not sell, trade or rent your personal data to third parties outwith the BLCS and will only share it with organisations we work with in line with legal requirements



We may share aggregated and anonymous demographic information (not linked to any personally identifiable information) with our business partners, trusted affiliates and advertisers.

7. How we retain your personal data

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 take appropriate technical and organisational security measures to protect your personal data.

Records containing personal data are retained in accordance with our data retention and disposal policy and procedure.

For some records, such as membership records, we retain limited personal data in our archive for our historical records. If you do not want us to retain your personal data in our historical records, then please let us know using the details under 'Contact us' below and quoting your membership number.

Although we will do Our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

8. Your rights

Under the GDPR, you have a number of rights regarding your personal data:

- To withdraw your consent to processing, where processing is based on consent;
- To object to processing for direct marketing, historical research and statistics and where processing is based on our legitimate interests (we will tell you if that is the case) or to ask us to restrict processing of your personal data;
- To request rectification or erasure (in certain circumstances) of your personal data;
- To ask us to tell you about the personal data we hold on you (a 'Subject Access Request');
- The right to complain to the Information Commissioner's Office.
- Our Sites may, from time to time, contain links to and from other websites. These links may take you to sites operated by other organisations over which we have no control and for which we are not responsible. These websites have their own privacy policies and We do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.



10. Changes to our Privacy Policy

Any changes We may make to Our privacy policy in the future will be posted on this page.

9. Contact us

To notify us of any of the above or to discuss any questions you have about this policy or how we use your personal data, please contact us by email at info@limousin.co.uk or by post to The British Limousin Cattle Society Ltd, 17 Waterloo Place, Warwick Street, Leamington Spa, Warwickshire CV32 5LA or by telephone 02476 696500.

Breed Smarter.

