

## **PRIVACY NOTICE**

This privacy policy provides information about how we Applied Bacterial Control Ltd, a company registered in England and Wales under number 10410669, whose registered office is at 4 King Square, Bridgwater, Somerset, TA6 3YF (“the Company”) will use or process personal data about individuals, our staff and our clients.

This information is provided because Data Protection Law gives individuals rights to understand how their data is used under the General Data Protection Regulation (GDPR) due to come into effect on the 25<sup>th</sup> May 2018.

### **This Privacy Notice**

Applied Bacterial Control Ltd has appointed Sophie Edenborough as our Data Protection Officer who will deal with your request and enquiries concerning our use of your personal data and endeavour to ensure that all personal data is processed in compliance with this policy and Data Protection Law. They may be contacted on [sophie@appliedbacterialcontrol.com](mailto:sophie@appliedbacterialcontrol.com)

### **Why do we need to process your data?**

In order for us to carry out our ordinary duties to our staff and clients, we may process a wide range of personal data about individuals as part of our daily operation. Some of this activity is carried out in order to fulfil its legal rights, duties and obligation including those under a contract with its staff and clients. Other uses of personal data will be made in accordance with our legitimate interests, or the legitimate interest of another, provided that these are not outweighed by the impact on individuals, and provide it does not involve special or sensitive types of data.

Applied Bacterial Control Ltd expects that the following uses will fall within that category of its legitimate interest:

- To provide onsite consultation or services to our clients and supply of necessary products or services
- To analyse laboratory results
- To offer you other services we believe may benefit you unless you ask us not to.
- To contact you for matters relating to the invoicing and / or payments to your account.
- To notify you of any changes to our services and practice updates

### **Information we hold and process**

This will include by way of example:

- Your name, address and contact number for your business and additional site addresses, this may include contact details of employees you would like to be recorded on your account
- Email addresses for sending documentation relevant to you, including laboratory results and account invoicing and statements
- Images captured by our CCTV system from our company bases

### **How is the information collected?**

The information we have collected about you, has come from different places including:

- Directly from you upon registering as clients with Applied Bacterial Control Ltd

- From a third party acting on your behalf, such as a farm owner providing your details for direct contact with you with regards to your site
- Through our subscription form found on our website
- We have CCTV in and around the practice for the purposes of prevention and detection of crime

We'll only collect your information in line with relevant regulations and law and this may relate to any of our products or services you request, currently hold or have held in the past.

It is your responsibility to make sure that you give us accurate and up to date information. If you provide information for another person on your account, you'll need to tell them how to find the Privacy Notice and make sure they agree to us using their information for the purposes set out in it.

### **Who will it be shared with**

We may share your information with other companies we work in partnership with to enable us to provide a service to you as required. This would be for example, laboratories, feed mills, couriers and suppliers of products who may dispatch directly to you at your request. We may also have to disclose or share your personal data in order to comply with any legal obligation, or to protect our rights, or safety of our employees, our customer or others.

We will never sell your data to third parties for the purpose of marketing.

### **Data Accuracy and Security**

Applied Bacterial Control Ltd will endeavour to ensure that all personal data held in relation to an individual is up to date and accurate. Individuals must please notify us of any significant changes to important information such as contact details held about them.

An individual has the right to request that any out of date, irrelevant or inaccurate information about them is erased or corrected (subject to certain exemptions and limitations) under the GDPR Law.

Applied Bacterial Control Ltd will take appropriate technical and organisation steps to ensure the security of personal data about individuals, including policies around the use of technology and devices, and the access to our systems. All staff are made aware of this policy and their duties under the GDPR Law and will receive relevant training.

### **Retention of Data**

We will continue to retain personal data securely and only in line with how long it is necessary to keep for a legitimate and lawful reason.

A limited and reasonable amount of information will be kept for archiving purposes, for example in the event that you have requested we no longer keep in touch with you, we may need to keep a record of the fact in order to fulfil your wishes (called a 'suppression record').

### **Your Rights**

Individuals have various rights under the GDPR Law to access and understand personal data about them held by us and in some case ask for it to be erased or amended or have it transferred to others or for us to stop processing this data but subject to certain exemptions and limitations

Any individual wishing to access or amend their personal data, or wishing it to be transferred to another person or organisation, or who has some other objection to how their personal data is used, should put their request in writing Sophie Edenborough, Applied Bacterial Control Ltd, The Malthouse, Trench Farm, Tilley Green, Wem, Shropshire, SY4 5PJ

We will endeavour to respond to any such requests as soon as is reasonable practicable and in any event with the statutory time-limits of 1 month.

You should be aware that the right of access is limited to your own personal data and certain data is exempt from the right of access. This will include information which identifies other individuals, or information which is subject to legal privilege (for example legal advice given to or sought by us, or documents prepared in connection with legal action).

You may have heard of your 'right to be forgotten', however we will sometimes have compelling reasons to refuse specific requests to amend, delete or stop processing your personal data for example, a legal requirement, or where it may fall within a legitimate interest identified in this Privacy Notice. All such requests will be considered on their own merits.

### **This Policy**

Applied Bacterial Control Ltd will update this Privacy Notice from time to time. Any substantial changes that affect your rights will be provided to you.

### **Queries & Complaints**

If you have any queries concerning the processing of your personal data you should contact our Data Protection Officer Sophie Edenborough on 01939 555025 or email [sophie@appliedbacterialcontrol.com](mailto:sophie@appliedbacterialcontrol.com)

In the event that you have not received a response within 30 days you have the right to contact the ICO <https://ico.org.uk/global/contact-us/email> or telephone 0303 123 1113.