

HORTICULTURAL EXHIBITORS' ASSOCIATION



PRIVACY POLICY

The Horticultural Exhibitors' Association understands that the information you trust us with is important to you, and we are committed to protecting and respecting your privacy.

This policy explains how, when and why we collect your personal information, what we use that information for and how we keep it secure.

SUMMARY

- We only collect personal information about you where it is necessary, or you have consented.
- We will not sell your personal information to third parties.
- We will protect your personal information with an appropriate combination of technical and organisational measures.
- We have rights to access your information – please see section 7
- We retain your data only for as long as is necessary.
- If you have a complaint, please see how to contact us in section 10
- If you have any questions about how we process your information please see how to contact us in section 10

1. Why Do We Collect Information About You?

We need information about you in order to administer your membership. We need your information to provide the membership service, which includes sending of information that may be of relevance to you, either in the form of newsletters or ad-hoc emails.

We also need information if we are asked to assist you with a particular issue.

2. What Information Do We Collect About You?

This information includes:

- Names, titles and aliases and on occasions photographs
- Contact details, such as telephone/fax numbers, postal addresses, email addresses and website addresses
- Speciality of product to enable classification of membership
- Details of a particular issue for which you are seeking the HEA's assistance

3. On What Legal Basis Do We Process Your Information?

To process your information we mainly rely upon the following legal bases:

- Contract or Pre-Contract – The use of your information is necessary for us to provide you with the membership service that you have paid for.
- Consent – We may rely on your consent to use your personal information if you ask for help with a particular issue for which you are seeking the Association's assistance. If this occurs then consent will be sought at the required time.

4. Sharing of Information

All members are issued annually with a Yearbook, which lists the first three items of current member data listed under section 2. This data is only shared within the membership of the Association.

In addition, as part of your membership your website address, (or if that is not available your email address), will be displayed on our website. This website can be viewed by the general public, who can access the site and browse without disclosing any personal data. Visitors are not required to register to view any content and we do not operate an e-commerce platform.

As our website contains links to other websites, you should be aware that once you have used these links to leave our site we do not have any control over third-party websites and cannot be held responsible for the protection and privacy information. You should exercise caution and look at the privacy statement applicable to the website in question.

5. Information Security

We work hard to keep your data safe. We use an appropriate combination of technical and organisational measures to ensure that, as far as reasonably possible, the confidentiality, integrity and availability of your information is secure at all times. If you have a security related concern please contact us using the contact details at the end of this policy.

6. Retaining Your Data

The HEA and the information that we collect about you are subject to various regulatory and legislative requirements. We will endeavour not to keep your personal information for longer than we have to for us to fulfil our obligations to you. Where it is not possible for us to delete your data, we will ensure that the appropriate security and organisational measures are put in place to protect the use of your data. This includes the archival records of Yearbooks, which is retained under the legal base of legitimate interest to retain the history of the Association.

7. Access to Your Information & Correction

You have the right to request a copy of the information we hold about you. We will provide you with this within one month of receiving your request and verifying your identity.

You also have the right to contact us if you believe your personal information is incorrect, or if you believe we are no longer entitled to use your personal data. If you have any questions about how we use your personal information please contact us using the details provided at the end of this policy.

8. Complaints

We work hard to ensure that your personal information is treated safely and securely and in a way that is compliant with legal requirements. However, if you have a complaint, write to us using the contact details at the end of this policy. We will do everything we can to satisfy your complaint, but if you are not happy with our response you have the right to complain to the Information Commissioner's Office.

9. Changes to Our Privacy Policy

We review our Privacy Policy regularly and will place any updates on our website and in relevant policy communications.

10. Who To Contact in Relation to Processing of Personal Information

If you would like to discuss anything in relation to this policy, or how we handle your personal data you can contact Mrs Sarah Clare, the Data Protection Officer for the HEA, by writing to HEA Secretary, The Cottage, Cow Green, Bacton, Suffolk, IP14 4HJ