

KENT FARMERS MARKET ASSOCIATION

DATA PROTECTION POLICY

Kent Farmers Market Association is a not for profit organisation formed to help Farmers Markets throughout Kent and elsewhere in the South East to improve standards and enhance their profile. To achieve this, we have created a Membership of Market Managers, Producers and Associate Members.

Individual markets operate independently and some may also have customer lists to whom they contact customers of their Markets.

We have drawn up this Data Protection Policy for both KFMA and for individual Market Managers to follow.

The data KFMA holds

The Kent Farmers Market Association holds:

- The name and address of every member
- The e-mail address of every member
- Details of all stallholders/producers attending markets
- Details of organisations who are participants in our events.

The data individual markets hold

- Email addresses of customers who have freely given email addresses at the markets to receive e-newsletters
- Details of all stallholders/ producers attending their markets

The use made of KFMA data

We use this data to facilitate the running of the Kent Farmers Market Association:

- Names and addresses of members are used to send subscription invoices and deliver other relevant information to our Members
- E-mail addresses are used to send reminders of meetings and visits and to circulate relevant information regarding events, new regulations etc
- Email addresses are held of participating organisations in our events and programmes for the purposes of billing them
- Add details to the KFMA web site describing stallholder/producer products and contact details

The use made of Customer Data by individual Markets

Individual markets use Customer and Producer data to :-

- Email addresses are used to send reminders of market times, information as to what is happening at the markets, any special events
- Update stallholder/producer information on the web site

The base on which we hold data under the General Data Protection Regulations

We hold data on the lawful base of “Legitimate Interests” under Article 6(1)(f) of the Data Protection Directive. Our interest in the data is that KFMA need it in order to communicate with our members and to provide them with the service to which they are entitled from having joined the Association. In addition, individual markets hold stallholder and producer information on the KFMA web site to inform customers and customers contact information to inform them of forthcoming events .

Our data policies

Our policies on the holding of data are:

- KFMA only holds data which our members have given us in order to facilitate their membership
- KFMA hold data pertaining to non member stallholder/producers who attend markets to inform the public who is attending markets and what products they sell.
- Individual markets may hold data enabling them to contact customers
- We do not hold any other data about our members, stallholders or customers
- We will not share either members’ or stallholders data or customers’ data with any third party
- We use our members’ stallholders data and customers data only for the purposes for which they have given it to us
- We hold information for the purpose of communicating with and/or billing organisations.

How KFMA stores data

Access to our members’ data is limited to officers of the Board who need to use it. The Treasurer and membership secretary holds names and addresses and bank details. A list of members names, addresses and e-mail addresses are held on computer and downloaded from a Master list held on the KFMA web site. Access to the web site is protected by User name and password

Business to Business data i.e. other organisations data which is used for billing purposes is also kept.

How individual Markets stores data

Access to stallholder data on their Market’s web page is limited to Managers with the appropriate User name and Password

Access to customer data is limited to the Manager or local Committee member. A list of customer contact email details may be held on local computers

YOUR RIGHTS

You have the following rights:

- the right to ask for a copy of personal data that both KFMA and individual markets we hold about you (the right of access);
- the right to request that we delete personal data held on you; where we no longer have any legal reason to retain it (the right of erasure or to be forgotten);
- the right to ask KFMA or individual markets to update and correct any out-of-date or incorrect personal data that we hold about you (the right of rectification);
- the right to opt out of any marketing communications that we may send you and to object to us using / holding your personal data if we have no legitimate reasons to do so (the right to object);

If you wish to exercise any of the above rights, please contact either KFMA using the contact details on the web site (under Contact us) or the individual Market Manger (see the individual Market Web page for the Manager's details.