

# NATIONAL FARMERS UNION

## PRIVACY POLICY

This Privacy Policy sets out the basis on which we collect and use personal information about you as part of our activities.

This Privacy Policy describes in detail who is responsible for the personal information that we collect about you, what personal information we collect, how we will use such personal information, who we disclose it to and your rights and choices in relation to your personal information.

In this Privacy Policy where we use the words **personal information** we use these words to describe information that is about you and which identifies you. Section 2 below sets out the personal information we collect in more detail.

References to:

**we, us or our** in this Privacy Policy means the NFU entity which controls your personal information which may be:

- National Farmers Union of England and Wales (NFU) with its office at Agriculture House, Stoneleigh Park, Kenilworth, Warwickshire, CV8 2TZ and is registered as an Employers Association under the Trade Union and Labour Relations (Consolidation) Act 1992 with the Certification Office number 245E;
- NFU Services Limited, a company incorporated in England and Wales (CN 03687910) having its registered office at Agriculture House, Stoneleigh Park, Kenilworth, Warwickshire, CV8 2TZ; or
- NFU Energy Limited, a company incorporated in England and Wales (CN 04056474) having its registered office at Agriculture House, Stoneleigh Park, Kenilworth, Warwickshire, CV8 2TZ,

and includes a number of brand names under which they operate, for example, NFU Cymru, NFU Countryside, NFUPro, NFU Employment Service, NFU Energy (NFU Energy Service), Great British Chicken, Campaign for the Farmed Environment, Tried and Tested and TB Free England;

**commercial partners** means the third parties who offer discounted products and services to you because of your NFU membership. Details of these third parties can be found at <https://www.nfuonline.com/membership/your-nfu-discounts/>, <https://www.countrysideonline.co.uk/home/our-community/member-benefits/> and <https://www.nfuonline.com/membership/your-nfu-services/>; and

**websites** means [www.nfuonline.com](http://www.nfuonline.com), [careers.nfuonline.com](http://careers.nfuonline.com), [web.nfuonline.com](http://web.nfuonline.com), [ecommerce.nfuonline.com](http://ecommerce.nfuonline.com), [www.countrysideonline.co.uk](http://www.countrysideonline.co.uk), [join.countrysideonline.co.uk](http://join.countrysideonline.co.uk), [www.nfuemploymentservice.com](http://www.nfuemploymentservice.com), [www.cfeonline.org.uk](http://www.cfeonline.org.uk), [www.nutrientmanagement.org](http://www.nutrientmanagement.org), [www.nfu-cymru.org.uk](http://www.nfu-cymru.org.uk) and <http://www.tbfreeengland.co.uk/home/>.

### 1. WHO IS RESPONSIBLE FOR THE PERSONAL INFORMATION THAT WE COLLECT?

- 1.1 For the purpose of data protection law, the National Farmers Union is the data controller in respect of the personal information that is collected and used as part of our activities. The National Farmers Union also has two trading entities, NFU Services Limited and NFU Energy Limited, and where those entities provide services to you, they will be a data controller. A data controller is the entity that determines the purpose for which your personal information is used and how it is used.

- 1.2 If you are providing personal information to us relating to a third party (for example relatives or dependents), you automatically confirm that you have the consent of the third party or are otherwise permitted to share such personal information with us and that you have made the information in this Privacy Policy available to the third party before providing his/her personal information to us.

## **2. WHAT PERSONAL INFORMATION DO WE HOLD ABOUT YOU?**

- 2.1 We collect personal information about a range of individuals, including our members, prospective members, former members, subscribers to any of our publications, individuals who are interested in our messages and want to support us and other individuals who work in the same industry as us and who attend our events and/or we have contact with in the course of promoting and furthering our aims. The personal information we hold about you and the way in which we use it will differ depending on our relationship with you. We have provided further details below.

### **Members, Former Members and Prospective Members and other Supporters**

- 2.2 This section of the Privacy Policy applies if you are a member, former member, subscriber to any of our publications, someone who may be interested in membership of NFU or otherwise supports our aims and objectives.
- 2.3 We collect and use personal information about you as part of our activities. The personal information we collect includes:

#### **2.3.1 Information that you provide to us**

The information that you provide to us may include your full name, postal address, email address, telephone number, mobile number, financial information, payment information, photograph, registration numbers, insurance information and your password to access your NFU account or mobile application. You may also provide information to us in respect of your farming business. This information may be provided:

- (a) in the course of communications between you and us (including face to face, by phone, email or otherwise);
- (b) when you fill in forms on our websites;
- (c) when you register to attend our events;
- (d) when you submit a membership joining or renewal form to us;
- (e) via our social media pages, other social media content, tools and applications;
- (f) when you visit our events

- (b) information about your use of the websites or our mobile application (to the extent that it constitutes personal information) including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products and/or services you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), login details, and methods used to browse away from the page and any phone



Purpose	Legal Basis	Category of personal information used for this purpose
	provide our membership services to you.  We may also communicate with you to perform any contractual obligations with you.	
To manage our business.	This is in our legitimate interests because this furthers our aims and objectives.	2.3.1 2.3.2 2.3.3
To carry out our obligations arising from any contracts entered into between you and us.	This is to perform our contractual obligations with you.	2.3.1 2.3.3
To carry out research either for our own purposes or on behalf of a third party, such as Defra, undertake work for the farming community and analyse the member services received by you (including to carry out a member survey).	This is in our legitimate interests or the legitimate interests of the applicable third party as it enables us or them to assess the effectiveness and relevance of the services and benefits we offer.	2.3.1 2.3.2
To manage complaints, feedback and queries from our members and people who use our services.	This is in our legitimate interests because it furthers our aims and objectives.	2.3.1
To improve the quality of our Site and membership services.	This is in our legitimate interests to improve and develop our operations and service offering.	2.3.2 2.3.1

To send you marketing materials about offers or services of NFU and other third parties.  
Please see section 4 below BT/F2 9.96 Tf1 0 0 1

<b>Purpose</b>	<b>Legal Basis</b>	<b>Category of personal information used for this purpose</b>
To notify you about changes to our membership services.	This is in our legitimate interests to further our aims and objectives.	2.3.1

Purpose	Legal Basis	Category of personal information used for this purpose
To communicate with you and other individuals.	<p>This is in our legitimate interests because it furthers our aims and objectives and enables us to provide our resources and services to you.</p> <p>We may also communicate with you to perform any contractual obligations with you.</p>	<p>2.5.1</p> <p>2.5.2</p>
To manage our business.	This is in our legitimate interests because this furthers our aims and objectives.	<p>2.5.1</p> <p>2.5.2</p> <p>2.5.3</p>

To carry out research, undertake work for the farming community and analyse the member services that we

**4. HOW DO WE SHARE PERSONAL INFORMATION WITH, AND MARKET THE PRODUCTS, SERVICES AND EVENTS OF THIRD PARTIES?**

- 4.1 Subject to any marketing preferences you provide, we may contact you from time to time with details of promotions, offers, shows and events that might be of interest to you which are offered by our commercial partners, industry bodies, charities, (both local and national) or NFU Mutual and other organisations (together the **Third Parties**).
- 4.2 Where we share your personal information with one of the Third Parties, we will do so because:
- 4.2.1 you have told us you are interested in the products or services offered by the relevant commercial partner or industry body and we need to share your details with them so that the



5.2 We can also disclose your personal information to other third parties, for example:

5.2.1

<b>Summary of your rights</b>	
<b>Right of access to your personal information</b>	You have the right to receive a copy of your personal information that we hold about you, subject to certain exemptions.
<b>Right to rectify your personal information</b>	You have the right to ask us to correct your personal information that we hold where it is incorrect or incomplete.
<b>Right to erasure of your personal information</b>	You have the right to ask that your personal information be

