

# J. A. McClelland & Sons (Aucts) Ltd.

incorporating J. M. Wreath & Co.



ESTATE AGENTS • AUCTIONEERS • VALUERS

## Privacy Notice

It may be necessary for us to hold certain personal information (known as "personal data") about you on either our files or computer records. Personal information will be stored by us in accordance with the General Data Protection Regulation (GDPR) which comes into effect on 25 May 2018.

We are a data controller under the data protection legislation and all contact details are shown at the end of this notice.

### What Information Do We Collect?

We may hold some or all of the following information:

- Name
- Address
- Contact details (telephone, email)
- Herd Number/Flock Number
- VAT Number
- Movement licence copy
- Livestock Information
- Trading history/records

### When We Collect Your Information

We collect information: (i) you give us, (ii) information from your use of our services or our website and (iii) from third parties such as livestock societies.

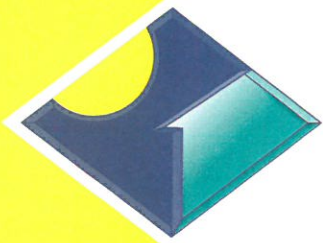
### How We Use Your Information and The Legal Basis

We use, and share, your data where:

- You have agreed or explicitly consented to the using of your data in a specific way (you may withdraw your consent at any time);
- Use is necessary in relation to a service or a contract that you have entered into (e.g. to provide you with services when you are buying/selling livestock/machinery and any other services that we may provide from time to time at your request
- Use is necessary because we have to comply with a legal obligation (e.g. informing the Department for Rural Development about the sale of livestock in order to ensure that their records up to date and correct)
- Use for our legitimate interests (which you may object to) such as managing our business including credit risk management, providing service information and conducting marketing activities. You may opt out of receiving marketing materials from us when you engage our services.

We will not collect any personal data that we do not need.

The personal information detailed above is held either on paper or on computer system.



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If you conduct business or engage our services, we may also from time to time send you:

- Notification about any changes to our services
- Articles and content with relevant farming and agricultural related information
- Information about other products, services or events such as upcoming sales related to the service you already receive from us or which you have shown an interest in

We will not share your information with any third parties to allow them to send you product/service information.

Where an individual has consented to receive marketing from us, we have retained a record of when the consent was given and any stated preferences for how the individual wishes to be contacted by us.

At any time, consent may be withdrawn or preferences amended. All marketing correspondence issued by us contains information on how to opt-out of future marketing.

If you do not wish to be contacted by us for marketing purposes, please contact us at the details below.

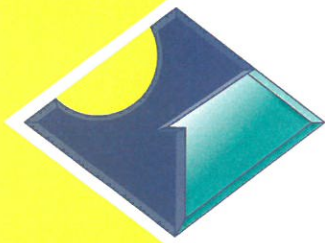
## **Who Do We Share It With?**

We are not allowed to share personal data about you with other organisations or people unless the law requires us to or you have given your consent.

When providing our services to you, we may share your information with:

- Your authorised representatives
- Third parties with whom (i) we need to share your information to facilitate transactions you have requested (e.g. we may need to provide your contact details to a buyer/seller to facilitate the transfer of livestock or if we received a complaint or enquiry), and (ii) you ask us to share your information (e.g. hauliers who are instructed to assist with the movement of livestock);
- Service providers who provide us with support services
- Statutory and regulatory bodies (e.g. Department of Rural Development – we are under a legal obligation to ensure that the details in respect of the movement of livestock are correct and up to date)
- Our professional advisers including accountants and lawyers.
- Debt collection agencies, tracing agencies, receivers, liquidators, examiners, Official Receiver for Bankruptcy and equivalent in other jurisdictions
- Farming Press and social media – details of the sale of livestock are published weekly in the Farming Press (you may object to this)





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## **How Long Do We Keep Personal Data For?**

We must keep all personal data safe and only hold it for as long as necessary for the above purposes. As you may require details of your trading history, we will keep your data for 10 years. Thereafter, any personal data that we hold will be removed.

## **Your Rights**

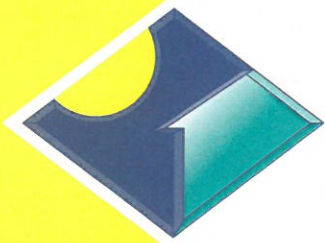
You have the following rights in relation to how we use your information:

- Right of Access – you have the right to see personal data that is held about you and a right to have a copy provided to you, or someone else on your behalf, in a machine readable (namely, digital) format.
- Right of Rectification – if at any point you believe that the personal data we hold about you is inaccurate, you can ask to have it corrected
- Right to restrict processing – you can require us to restrict the processing of your personal data in certain circumstances for example whilst a complaint about its accuracy is being resolved.
- Right to object to processing – as we are relying on legitimate interests as a reason for processing, you can object to your personal data being processed
- Withdrawing consent – where you have given us your consent to processing your personal data, you can withdraw that consent at any time by notifying us (see “Who to contact” below)
- Right to be forgotten – you can request that your personal data is deleted altogether

## **Implications of Not Providing Your Data**

If you do not provide information we may not be able to:

- Provide requested services to you
- To continue to provide and/or renew existing services



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## **Who to Contact About Your Personal Data**

If you wish to:

- See your personal data or to exercise any of the rights mentioned above
- Make a complaint about how we have handled your personal data

Please contact us at the address below:

2 Doagh Road  
Ballyclare  
BT39 2BH

Website: [www.jamcclelland.com](http://www.jamcclelland.com)

Phone: 02893352727

## **Changes to Our Privacy Notice**

We keep our privacy notice under regular review and we will advise you of any updates. This privacy notice was last updated in May 2018.

## **Making A Complaint to The Information Commissioner's Office**

If you are not satisfied with our response to any query you raise with us, or you believe we are processing your personal data in a way which is inconsistent with the law, you can complain to the Information Commissioner's Office whose helpline number is **0303 123 1113**.