

PRIVACY POLICY

At Staffordshire & Birmingham Agricultural Society and Stafford Showground Ltd we are committed to protecting and respecting privacy, ensuring that data is processed fairly and lawfully, used for the correct purpose, data is adequate, relevant and not excessive for the purpose, data is kept accurate and up to date, data is not kept any longer than necessary, data is secure and in a system that permits the easy identification of the DATA Subject and we are responsible for complying with the General Data Protection Regulations 2018 and can demonstrate compliance.

The policy sets out the basis on which any personal data we collect from you, that you provide to us or that we may receive from others about you will be processed by us. It includes data that we hold electronically and in paper files. When joining the Stafford & Birmingham Agricultural Society, booking a trade stand or entering to compete at the Stafford County Show or English Winter Fair (or any other society organised events) or similar activities with which the Society is involved, we may need to share your data with relevant regulatory and similar bodies. We collect information when you contact us for information; work with us in a commercial capacity, either as a sponsor or partner; when you use the website; through cookies; when you sign up to receive newsletters; if you choose to reveal information in social media postings; if you complete your details on questionnaires, when you enter sales promotions and competitions.

This Privacy Policy governs the way Staffordshire & Birmingham Agricultural Society and Stafford Showground Ltd uses, maintains and discloses information collected or captured which will be used and held in accordance with the requirements of the General Data Protection Regulations 2018.

This privacy policy applies to all products and services offered by Staffordshire & Birmingham Agricultural Society and Stafford Showground Ltd. and we are committed to protecting the privacy of its Users however we are not responsible for the privacy practices of third-party organisers.

Personal Identification Information

We may collect personal identification information from Users in a variety of ways, including but not limited to, when Users visit our site, place an order, fill out a form and in connection with other activities, services, features or resources we make available on our site. Users may be asked for as appropriate, name, email address, mailing address, phone number, credit card information. Users may, however visit our site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain Site related activities. When Users actively sign up, subscribe or renew annual subscriptions to our membership or communicate with us, they may choose voluntarily to give us certain information, this requires direct action by the individual at the time in order for us to receive it. Our members have implied consent by actively giving us their details when subscribing, in doing so, they are allowing active communication from us on such matters as stated above.

Non-personal Identification Information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Uses means of connection to our Site,

such as the operating system and Internet service providers utilised and other similar information.

Web browser cookies

Our site may use “cookies” to enhance User experience. User’s web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. Users may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

How we use collected information

Staffordshire & Birmingham Agricultural Society and Stafford Showground Ltd may collect and use Users personal information for the following purposes;

- To deliver the services that Staffordshire & Birmingham Agricultural Society and Stafford Showground Ltd provide to the User.
- To process payments – We may use the information provided about the Users when placing an order/booking/entry only to provide service to that order/booking/entry. We do not share this information with outside parties except to the extent necessary to provide the service.
- To run a promotion, contest, survey or other feature – To send information to Users that they agreed to receive about topics we think will be of interest to them.
- To send periodic emails – We may use the email address to send the User information and updates pertaining to their order/booking/entry. It may also be used to respond to their enquiries, questions, and/or other requests.

If at any point you would like to opt-out of receiving communications from us please email enquiries@staffscountyshowground.co.uk. You can also write to us at Stafford County Showground, Weston Road, Stafford, ST18 0BD.

How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of your personal information. Sensitive and private data exchange between the site and its Users happens over an SSL secured communication channel and is encrypted and protected with digital signatures. We ensure appropriate technical controls are in place to protect your details and our network is protected and routinely maintained. We undertake reviews of who has access to information that we hold to ensure that your data is only accessible by appropriate staff and contractors. Any external companies used to process personal data on our behalf must have a Privacy Policy in place that is satisfactory to our expectations and requirements, especially on how they manage the personal data they have access to. Our website and social media pages are accessible via the internet, please remember that if you post any comments or links on any of our sites/social media that they can be read and accessed by anyone and everyone. The retention of data will be held as necessary where we have a legal obligation or other legitimate reason for doing so.

Sharing your personal information

Staffordshire & Birmingham Agricultural Society and Stafford Showground Ltd do not sell, trade or rent Users personal identification information to others. Users personal information may be shared with employees, partners and agents to administer any accounts, products and services provided to Users now or in the future. We may share generic aggregated demographic information not linked to any personal identification

information regarding visitors and Users with our business partners, trusted affiliates and advertisers for the purposes outlined above.

Google Analytics

We may use Google Analytics on our site for anonymous reporting of site usage. If you would like to opt-out of Google Analytics monitoring your behaviour on our site please use this link <https://tools.google.com/dlpage/gaoptout>

Updating your personal information

Under current data privacy legislation, you have the following rights;

- You have the right to know what information we hold about you. Unless the issue is complex, we will respond in one month
- You have the right to have any information we hold about you corrected if it is inaccurate or incomplete. Unless the issue is complex, we will respond in one month
- You have the right to request the deletion or removal of personal data where there is no compelling reason for us to continue to hold it.
- You have the right to restrict our processing of your data in certain circumstances, such as when there is a question over the way in which we are using it.
- You have the right to obtain and reuse your personal data for your own purposes
- You have the right to object to our processing of your personal data on the basis of legitimate interest and for direct marketing

To update your personal information at any time please contact enquiries@staffscountyshowground.co.uk or write to us at Stafford County Showground, Weston Road, Stafford, ST18 0BD.

If you would like to access to or a copy of the personal information we hold about you please send your request with proof of identity by post to the address below. We do not accept these requests by email, so we can ensure that we only provide personal data to the right person.

Data Protection Officer, Staffordshire & Birmingham Agricultural Society and Stafford Showground, County Showground, Weston Road, Stafford, ST18 0BD.

We will stop processing your data on the basis of legitimate interest, unless there are compelling legitimate grounds for us to continue and we will stop any processing of your data for direct marketing without undue delay as soon as we receive an objection.

Changes to this Privacy Policy

Staffordshire & Birmingham Agricultural Society and Stafford Showground has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes and to stay informed about how we are helping to protect personal information we collect. If changes are significant, we may also choose to email relevant individuals with the new details. If we are required by law, we will obtain your consent to make these changes

Your acceptance of these terms

By using this site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our site. Your continued use of the site following the posting of changes to this policy will be deemed your acceptance of those changes.

Legal Information and how to contact us

For the purpose of the General Data Protection Regulation, the “data controller” is the Staffordshire & Birmingham Agricultural Society and Stafford Showground, County Showground, Weston Road, Stafford, ST18 0BD

Requests will be dealt with by the Data Protection Officer and will be responded to initially within a reasonable period, not longer than one month.

If you are not satisfied with the way your request was handled, you have the right to lodge a complaint with the supervisory authority – Information Commissioner’s Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

CCTV

A CCTV system is installed within our premises, a recording facility with a retention period of 28 days that complies with the ICO Code of Practice document.

The document was last updated 11TH April 2025