

PRIVACY STATEMENT

The Privacy of Your Personal Information and AHDB's Dairy Pro system

The www.dairypro.co.uk website is controlled by the Agriculture and Horticulture Development Board (AHDB). We take the privacy and security of your personal information very seriously. We will never sell your personal data to third. How we use your information collected as part of Dairy Pro, and take care of it, is explained here.

Who we are and how to contact us

The Agriculture and Horticulture Development Board (AHDB) is the levy board for the dairy, beef and lamb, pork, potato, horticulture and cereals and oilseed sectors. If you have any questions or concerns as to how your data is being processed you can contact the Dairy Pro team at dairyproenquiries@ahdb.org.uk or 024 7647 8681 (Mon - Fri: 9:00 - 17:00), or you can write to the Data Protection Officer (DPO), AHDB, Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL or at **E: data.protection@ahdb.org.uk**

What personal information we collect and why

Dairy Pro is a web-based system that creates an official, permanent online record of all your training and development - for individuals as well as dairy farm businesses. The personal information we collect is your first name, surname, date of birth, employer's business trading name, complete mailing address, email address and telephone/mobile number to enable AHDB to set up and administer your Dairy Pro account and to also inform you about training and events to attend, online courses to take part in or journals to read as well as contacting you with regular Dairy Pro updates and newsletters.

Cookies: Like most websites, the www.dairypro.co.uk website uses cookies to improve your experience while visiting the website. AHDB uses a cookie control system allowing you to allow or disallow the use of cookies on your first visit to the website.

Cookies are small files saved to the user's computer or device that track, save and store information about the user's interactions and use of the website. Their use allows the www.dairypro.co.uk website to provide you with a tailored experience within the website.

The www.dairypro.co.uk website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer or device to track and monitor your engagement and use of the website but will not store, save or collect personal information. You can read Google's privacy policy here for further information, www.google.com/privacy.html.

How we will use your information

Your personal information is used to create and administer a Dairy Pro user account for you and to inform you of any updates / changes / reminders about Dairy Pro.

If you choose to, then your personal information will also be used to send you other Dairy updates from AHDB on the latest research, market intelligence, disease alerts, invitations to events and news on consumer marketing campaigns. We may use the information you give us along with details about the publications you order or download, your attendance at events and the products and services you use, as well as data from other appropriate third parties, to help us make our information, services and communications more relevant for you. To do this please complete the AHDB keeping in touch form <https://ahdb.org.uk/keeping-in-touch> .

Your Dairy Pro data is used to produce aggregated and anonymised reports for research and analysis purposes, i.e. you and your farm business cannot be identified.

How we will keep your information safe

We ensure that there are appropriate technical controls in place to protect your personal information. Hard copy and online materials are kept secure with restricted and controlled access.

Your personal information is stored in the UK by AHDB on our secure network and cloud environment. Our third party web-build supplier, Synapture, operates under contract which covers how it complies with applicable UK Data Protection legislation.

We will never sell your personal information to third parties and we will not release your personal information to any company outside of the AHDB for their mailing or marketing purposes.

Only AHDB's Dairy Pro staff or the employer nominated by you, has access to your full Dairy Pro data.

Third country transfers

AHDB's own systems and storage are within the European Economic Area (EEA) and as part of DairyPro your personal data will not be transferred to any third country.

How long we will keep your data

We will retain your personal information linked to your DairyPro account until you choose to unsubscribe from Dairy Pro by emailing your request to dairyproenquiries@ahdb.org.uk.

Your anonymised skills data will continue to be retained and used as part of the wider AHDB aggregated skills data set for historical research purposes and statistical purposes, as permitted under the General Data Protection Regulations Article 5(1)(b). Neither you nor your employers' business will be able to be identified from this.

If you are an AHDB levy payer, your personal contact details will continue to be securely retained by AHDB in order for it to fulfil its public tasks as a levy board.

Your rights

By law you have certain rights over your personal data that we hold, such as right to be informed about how we use your personal information, the right to ask us to correct any errors, the right to ask for a copy of the personal information we hold about you (a Subject Access Request) and the right to object to AHDB's processing. See the Information Commissioner's [website](#) for full guidance on your rights.

You can update your own personal details here <https://dairypro.co.uk/update-details>

The AHDB Privacy Notice

The full AHDB Privacy Notice describing how AHDB uses personal information and takes care of it can be found on the AHDB website at www.ahdb.org.uk/PrivacyNotice.