

POTATO COUNCIL LIMITED PRIVACY POLICY

Potato Council Limited ("PCL") is a wholly owned subsidiary of the Agriculture & Horticulture Development Board, with company number 6410734 and registered office at 4300 Nash Court, John Smith Drive, Oxford Business Park South, Oxford OX4 2RT. This policy (together with our terms and conditions and any other documents referred to in it) explains how we will collect, process, use and protect your personal information when you use our website or other services offered by PCL.

1 YOUR PERSONAL INFORMATION

- 1.1 When you register with PCL, we will ask you to provide us with certain personal information such as your name, address, phone number and other contact details, as well as information about your farm, potato industry involvement and crop details. ("Personal Information"). We may also collect other information including but not limited to the URL you came from, IP address, your browser type, country and telephone area code where your computer is located and the pages of our website that you viewed.
- 1.2 We may supplement the information that you provide to us with information that we receive from third parties.

2 ACCEPTANCE OF TERMS

By using our website or registering with PCL or submitting information to us, you:

- 2.1 Agree to accept the data protection practices outlined in this Privacy Policy; and
- 2.2 Consent to our collecting and processing your Personal Information in connection with PCL's activities;

3 USE OF YOUR INFORMATION

- 3.1 We may use the information that you provide or that we collect for the following purposes:
 - 3.1.1 to provide any services or information you have requested;
 - 3.1.2 to notify you about our services, products or events that may be of interest to you;
 - 3.1.3 for any research, advisory and promotional purposes relating to the British potato industry, where your information is used in an aggregate or anonymised form;
 - 3.1.4 to ensure that content from our site is presented in the most effective manner for you and for your computer;
 - 3.1.5 to enforce our terms and conditions of use including carrying out security reviews to validate your identity, contact details and financial information; or
 - 3.1.6 in any other way as described to you at the time of collection of your Personal Information.
- 3.2 We may also use your data, or permit selected third parties to use your data, to assist us in providing you with you with any PCL service.

3.3 We may contact you by email.

3.4 If you do not want us to contact you with details of our products, services or events that we think you might be interested in please contact us at the address shown above.

4 DISCLOSURE OF YOUR INFORMATION

4.1 We may give information about you to the following, who may use it for the same purposes as set out above:

4.1.1 to agents and employees of PCL to administer any accounts, products and services provided to you now or in the future;

4.1.2 to agents who profile your data so that we may tailor the services we offer to your specific needs;

4.1.3 if we have a duty to do so or if the law allows us to do so;

4.1.4 disclosures will be made as legally required or necessary to Defra for regulatory or plant health purposes;

4.1.5 to the Agriculture and Horticulture Development Board, on whose behalf we act;

4.1.6 where information is provided to an agent, that will be for the specified purposes only, under a confidentiality agreement.

5 COOKIES

We use cookies in our website to keep track of your current browsing session to personalise your browsing experience. If you do not accept cookies you will be unable to use certain features of the PCL website.

6 ACCESS TO INFORMATION

You have the right to make a written request for a copy of the Personal Information that we keep about you (for which we may, at our sole discretion, charge a small fee) or to correct the details that we hold about you.

7 CHANGES TO THIS PRIVACY POLICY

We reserve the right to update, modify and/or change this Privacy Policy at any time. Any such changes will be posted here. If you continue to use a PCL service after we have changed this Privacy Policy, you hereby consent to be bound by any such changes.

8 SECURITY

8.1 We will protect your Personal Information from unauthorised access by using commercially reasonable security measures. If your Personal Information is accessed by an unauthorised third party, we will not be responsible for any direct or indirect damage caused as a result of such unauthorised access.

8.2 Where we have given you a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

8.3 Unfortunately the transmission of information via the internet is not completely secure. Although we will do our best to protect your Personal information, we cannot guarantee the security of any data transmitted to our site; any transmission will be at your own risk.

9 CONTACTING Us

All questions, comments and requests regarding this Privacy Policy should be addressed to Inga Martin, Secretary to Potato Council Ltd, at the address shown at the top of this document.