

The Kennel Club Assured Breeder Privacy policy

1. Introduction

We are committed to safeguarding the privacy of our Assured Breeders; in this policy we explain how we will treat your personal information.

2. Collecting personal information

2.1 We may collect, store and use the following kinds of personal information:

- (a) information that you provide to us when registering under the Assured Breeder Scheme including any email address.
- (b) information contained in or relating to any communication that you send to us; and
- (d) any other personal information that you choose to send to us.

2.2 Before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with this policy.

3. Using personal information

3.1 Personal information submitted to us will be used for the purposes specified in this policy.

3.2 We may use your personal information to:

- (a) administer your membership of the Assured Breeder Scheme;
- (b) enable your use of the services available under the Assured Breeder Scheme
- (c) send statements, invoices and payment reminders to you, and collect payments from you;
- (d) send you non-marketing commercial communications;
- (e) send you email newsletters and notifications (you can inform us at any time if you no longer require the newsletter)];
- (f) send you marketing communications relating to our business [or the businesses of carefully-selected third parties] which we think may be of interest to you, by post or, where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications);
- (g) provide third parties with statistical information about Assured Breeder members (but those third parties will not be able to identify any individual user from that information);
- (h) deal with enquiries and complaints made by or about you relating to the Assured Breeder Scheme; and
- (i) verify compliance with the terms and conditions governing the Assured Breeder Scheme.

3.3 We will not, without your express consent, supply your personal information to any third party for the purpose of their or any other third party's direct marketing.

3.4 All our website financial transactions are handled through our payment services providers, *Netbanx and Stripe* . We will share information with our payment services providers only to the extent necessary for the purposes of processing payments you make under the Assured Breeder Scheme, refunding such payments and dealing with complaints and queries relating to such payments and refunds.

4. Disclosing personal information

4.1 We may disclose your personal information to any of our employees, officers, insurers, professional advisers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this policy.

4.2 We may disclose your personal information:

- (a) to the extent that we are required to do so by law;
- (b) in connection with any ongoing or prospective legal proceedings;
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention);and
- (d) to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

4.4 Except as provided in this policy, we will not provide your personal information to third parties.

5. Retaining personal information

5.1 Personal information that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

5.2 Notwithstanding the other provisions of this Section 5, we will retain documents (including electronic documents) containing personal data:

- (a) to the extent that we are required to do so by law;
- (b) if we believe that the documents may be relevant to any ongoing or prospective legal proceedings; and
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention).

6. Security of personal information

6.1 We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

6.2 We will store all the personal information you provide on our secure (password- and firewall-protected) servers.

6.3 All electronic financial transactions entered into through our website will be protected by encryption technology.

7. Amendments

7.1 We may update this policy from time to time by publishing a new version on our website.

7.2 You should check this page occasionally to ensure you are happy with any changes to this policy.

8. Your rights

8.1 You may instruct us to provide you with any personal information we hold about you; provision of such information will be subject to:

(a) the payment of a fee (currently fixed at GBP 10); and

(b) the supply of appropriate evidence of your identity (for this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address).

8.2 We may withhold personal information that you request to the extent permitted by law.

8.3 You may instruct us at any time not to process your personal information for marketing purposes.

8.4 In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt out of the use of your personal information for marketing purposes.

9. Updating information

9.1 Please let us know if the personal information that we hold about you needs to be corrected or updated.

10. Data protection registration

10.1 We are registered as a data controller with the UK Information Commissioner's Office.

11. Our details

11.1 The Kennel Club is registered in England and Wales under registration number 8217778, and the registered office is at 10 Clarges Street London W1J 8AB.

11.2 You can contact us: a) by post, using the postal address as given above;

(b) by telephone, on 012896 318540 or

(d) by email, using AB@thekennelclub.org.uk