

# **KENT FARMERS MARKET ASSOCIATION**

## **DATA PROTECTION POLICY**

Kent Farmers Market Association is a 'Not for Profit' organisation formed to help support and promote Local food and drink retailers and Producers throughout Kent and elsewhere in the South East to improve standards and enhance their profile. To achieve this, we have created a Membership of Market Managers, Producers and Associate Members.

Individual markets operate independently and some may also have customer lists to whom they contact customers of their Markets.

We have drawn up this Data Protection Policy for KFMA, Market Manager, Producers and to follow.

### **The data KFMA holds**

The Kent Farmers Market Association holds:

- Contact details of members including name and address, tel numbers and e-mail address of every member
- Details of stallholders/producers attending markets
- Details of other Producers and Retailers of local food and drink.

### **The data individual markets hold**

- Email addresses of customers who have freely given email addresses at the markets to receive e-newsletters
- Details of all stallholders/ producers attending their markets

### **The use made of KFMA data**

We use this data to facilitate the running of both the Kent Farmers Market Association and Eat Drink Local :

- Names and addresses of members are used to send subscription invoices and deliver other relevant information to our Members
- E-mail addresses are used to send reminders of meetings and visits and to circulate relevant information regarding events, new regulations etc
- Email addresses are held of participating organisations in our events and programmes for the purposes of billing them
- Add details to the KFMA web site describing markets, local food retailers and stallholder/producer products and their contact details

### **The use made of Customer Data by individual Markets**

Individual markets use Customer and Producer data to :-

- Email addresses are used to send customers reminders of market times, information as to what is happening at the local food and drink retail outlets and special events
- Update stallholder/producer information on the web site

## **The base on which we hold data under the General Data Protection Regulations**

We hold data on the lawful base of “Legitimate Interests” under Article 6(1)(f) of the Data Protection Directive. Our interest in the data is that KFMA and Eat Drink Local need it in order to communicate with our members and to provide them with the service to which they are entitled from having joined the Association. In addition, individual local food retail outlets and Producers hold customers contact information to inform them of forthcoming events .

## **Our data policies**

Our policies on the holding of data are:

- KFMA only holds data which our members have given us in order to facilitate their membership
- KFMA hold data pertaining to non member stallholder/producers who attend markets to inform the public who is attending markets and what products they sell.
- Individual markets local food outlets and Producers may hold data enabling them to contact customers
- We do not hold any other data about our members, stallholders or customers
- We will not share either members’ stallholders, Producers data or customers’ data with any third party
- We use our members’ stallholders Producer data and customers data only for the purposes for which they have given it to us
- We hold information for the purpose of communicating with and/or billing organisations.

## **How KFMA stores data**

Access to our members’ data is limited to officers of the Board who need to use it. The Treasurer and membership secretary holds names and addresses and bank details. A list of members names, addresses and e-mail addresses are held on computer and downloaded from a Master list held on the KFMA web site. Access to the web site is protected by User name and password

Business to Business data i.e. other organisations data which is used for billing purposes is also kept.

## **How individual Markets stores data**

Access to stallholder data on their Market’s web page is limited to Managers with the appropriate User name and Password

Access to customer data is limited to the Member or local Committee member. A list of customer contact email details may be held on local computers

## **YOUR RIGHTS**

You have the following rights:

- the right to ask for a copy of personal data that both KFMA and individual markets we hold about you (the right of access);
- the right to request that we delete personal data held on you; where we no longer have any legal reason to retain it (the right of erasure or to be forgotten);
- the right to ask KFMA or individual markets/Producers to update and correct any out-of-date or incorrect personal data that we hold about you (the right of rectification);
- the right to opt out of any marketing communications that we may send you and to object to us using / holding your personal data if we have no legitimate reasons to do so (the right to object);

If you wish to exercise any of the above rights, please contact either KFMA using the contact details on the web site (under Contact us) or the individual Market Manger (see the individual Market Web page for the Manager's details.