

# Privacy Policy

## 1. Scope

All data subjects whose personal data is collected, in line with the requirements of the GDPR.

## 2. Responsibilities

2.1 The Data Protection Officer / GDPR Owner is responsible for ensuring that this notice is made available to data subjects prior to Lance Show & Publications Limited collecting/processing their personal data.

2.2 All Employees/Staff of Lance Show & Publications Limited who interact with data subjects are responsible for ensuring that this notice is drawn to the data subject's attention and their consent to the processing of their data is secured.

## 3. Privacy notice

### 3.1 Who are we?

Lance Show & Publications Limited are organisers of the Showman's Show, The Outdoor Event Services Exhibition, and publishers of the Showman's Directory Event Dates and Showman's Directory Online; The Traders and Suppliers Guide to Shows & Events.

Our Data Protection Officer / GDPR Owner and data protection representatives can be contacted directly here:

- ([johnny@showmans-directory.co.uk](mailto:johnny@showmans-directory.co.uk))
- (01747 854 099)

The personal data we would like to collect from you is:

| <b>Personal data type:</b>  | <b>Source</b> (where Lance Show & Publications obtained the personal data from if it has not been collected directly from you, the data subject. Note if the personal data has been accessed from publicly accessible sources): |
|---|---|
| Name, Company, Job Title, Correspondence Address, Telephone, Mobile, Fax, Email Address | Showman's Show Registration Form, Website Contact Form, Showman's Directory Subscription Order Form   |
| Credit or Debit Card details where applicable.  | Via our website through a payment portal or by our booking form. Card details are handled by a third party processor that is PCI-DSS compliant.   |
|   |   |
|   |   |

The personal data we collect will be used for the following purposes:

- Customer Service: Internal record keeping so as we can provide you with our service and process orders.
- Marketing Activities: We periodically send promotional information about The Showman's Show and Showman's Directory, which we think you may find interesting using the details that you have provided.
- All information provided is stored in a secure environment.

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Our legal basis for processing for the personal data:

- **Performance of a Contract:** The use of your information may be necessary to perform the contract that you have with us. For example, if you purchase a subscription to the Showman's Directory Event Dates, we'll use your information to carry out our obligation to complete and administer that order under the contract that we have with you.
- **Consent:** We may rely on your consent to use your personal information for certain direct marketing purposes. You can withdraw your consent anytime by contacting us at any of the addresses at the end of this Privacy Statement.

Any legitimate interests pursued by us, or third parties we use, are as follows:

- We may use your information for our legitimate interests, such as providing you with the best appropriate content for our website, emails and newsletters, to improve and promote our products and services and the content on our website, and for administrative and legal purposes.

## 3.2 Consent

By consenting to this privacy notice you are giving us permission to process your personal data specifically for the purposes identified.

Consent is required for Lance Show & Publications to process both types of personal data, but it must be explicitly given. Where we are asking you for sensitive personal data we will always tell you why and how the information will be used.

You may withdraw consent at any time by either calling our office on **01747 854 099** or emailing us at **info@showmans-directory.co.uk**.

## 3.3 Disclosure

Lance Show & Publications Limited **may** pass on your personal data to third parties if we have first obtained your consent. The following Showman's Show Exhibitor will receive your personal data for the following purpose(s) as part of the processing activities:

| <b>Third country (non-EU)/international organisation</b> | <b>Safeguards in place to protect your personal data</b> | <b>Retrieve a copy of the safeguards in place here:</b> |
|--|--|---|
| Organisation Name & geographic location                  |  |   |
| Outside EEA Exhibitors                                   | Standard Model Contract                                  | Please contact our Data Protection Officer              |

## 3.4 Retention period

Lance Show & Publications Limited will process personal data for up to 5 years from your last interaction with us.

## 3.5 Your rights as a data subject

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

- **Right of access** – you have the right to request a copy of the information that we hold about you.
- **Right of rectification** – you have a right to correct data that we hold about you that is inaccurate or incomplete.

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- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – where certain conditions apply to have a right to restrict the processing.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling.
- Right to judicial review: in the event that Lance Show & Publications Limited refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined in clause 3.6 below.

All of the above requests will be forwarded on should there be a third party involved (as stated in 3.4 above) in the processing of your personal data.

## 3.5 Complaints

In the event that you wish to make a complaint about how your personal data is being processed by Lance Show & Publications Limited (or third parties as described in 3.4 above), or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and Lance Show & Publications Limited data protection representative, Data Protection Officer.

The details for each of these contacts are:

|                 | <b>Supervisory authority contact details</b>                 | <b>[Data Protection Officer (DPO)] / [GDPR Owner] contact details</b> |
|-----------------|--|---|
| Contact Name:   | Information Commissioners Office                             | Johnny Lance  |
| Address line 1: | Wycliffe House   | Lance Show & Publications Ltd   |
| Address line 2: | Water Lane   | The Courtyard Office  |
| Address line 3: | Wilmslow   | The Courtyard, Parsons Pool   |
| Address line 4: | Cheshire   | Shaftesbury, Dorset   |
| Address line 5: | SK9 5AF  | SP7 8AP   |
| Email:          | <a href="mailto:casework@ico.org.uk">casework@ico.org.uk</a> | info@showmans-directory.co.uk   |
| Telephone:      | +44 (0) 1625 545 7545  | +44 (0)1747854099   |

## 3.6 Privacy statement

Read more about how and why we use your data here <https://www.showmans-directory.co.uk/privacy-cookies>

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## 4. Online privacy statement

### Personal data

Under the EU's General Data Protection Regulation (GDPR) personal data is defined as:

“any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person”.

### How we use your information

This privacy notice tells you how we, Lance Show & Publications Limited, will collect and use your personal data for cookies, profiling, complaints, keeping you informed of our products & services, listing events in the Showman's Directory Event Dates, processing subscriptions to the Showman's Directory Event Dates, processing bookings for the Showman's Show, processing advertising bookings in the Showman's Directory Online and Showman's Directory Event Dates.

### Why does Lance Show & Publications Limited need to collect and store personal data?

In order for us to provide you with a service in relation to the Showman's Show and Showman's Directory, we need to collect personal data for correspondence purposes and detailed service provision. In any event, we are committed to ensuring that the information we collect and use is appropriate for this purpose, and does not constitute an invasion of your privacy.

### Will Lance Show & Publications Limited share my personal data with anyone else?

We may pass your personal data on to third-party service providers contracted to Lance Show & Publications Limited in the course of dealing with you. Any third parties that we may share your data with are obliged to keep your details securely, and to use them only to fulfil the service they provide you on our behalf. When they no longer need your data to fulfil this service, they will dispose of the details in line with Lance Show & Publications Limited procedures. If we wish to pass your sensitive personal data onto a third party we will only do so once we have obtained your consent, unless we are legally required to do otherwise.

### How will Lance Show & Publications Limited use the personal data it collects about me?

Lance Show & Publications Limited will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavour to keep your information accurate and up to date, and not keep it for longer than is necessary. Lance Show & Publications Limited is required to retain information in accordance with the law, such as information needed for income tax and audit purposes. How long certain kinds of personal data should be kept may also be governed by specific business-sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

### Under what circumstances will Lance Show & Publications Limited contact me?

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information you provide will be subject to rigorous measures and procedures to minimise the risk of unauthorised access or disclosure.

### Can I find out the personal data that the organisation holds about me?

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Lance Show & Publications Limited at your request, can confirm what information we hold about you and how it is processed. If Lance Show & Publications Limited does hold personal data about you, you can request the following information:

- Identity and the contact details of the person or organisation that has determined how and why to process your data. In some cases, this will be a representative in the EU.
- Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of Lance Show & Publications Limited or a third party, information about those interests.
- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- If we intend to transfer the personal data to a third country or international organisation, information about how we ensure this is done securely. The EU has approved sending personal data to some countries because they meet a minimum standard of data protection. In other cases, we will ensure there are specific measures in place to secure your information.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with the supervisory authority.
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.
- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.

## What forms of ID will I need to provide in order to access this?

Lance Show & Publications Limited accepts the following forms of ID when information on your personal data is requested: Passport, driving licence, birth certificate, utility bill (from last 3 months).

## Contact details of the Data Protection Officer / GDPR Owner:

|                 | <b>Data Protection Officer / GDPR Owner contact details</b> |
|-----------------|---|
| Contact Name:   | Johnny Lance  |
| Address line 1: | Lance Show & Publications Limited                           |
| Address line 2: | The Courtyard Office  |
| Address line 3: | The Courtyard   |
| Address line 4: | Parsons Pool  |
| Address line 5: | Shaftesbury, Dorset   |
| Email:          | info@showmans-directory.co.uk                               |

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|            |              |
|------------|--------------|
| Telephone: | 01747 854099 |
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## **Document Owner and Approval**

The Data Protection Officer / GDPR Owner is the owner of this document and is responsible for ensuring that this record is reviewed in line with the review requirements of the GDPR.

A current version of this document is available to all permanent members of staff on the company's server and is published [13/02/18].

Signature: 

Date: 13/02/18

## **Change History Record**

| Issue | Description of Change | Approval  | Date of Issue |
|-------|-----------------------|-----------|---------------|
| 1     | Initial issue         | <Manager> | Xx/yy/zz      |
|       |                       |           |               |
|       |                       |           |               |