



MEMBERS' PRIVACY NOTICE

COMMITMENT

We at the **Association of British Riding Schools (ABRS)** (**we, our** or **us**) are committed to respecting your privacy. This notice is to explain how we may use personal information we collect before, during and after your membership with us. This notice explains how we comply with the law on data protection and what your rights are. For the purposes of data protection, we will be the controller of any of your personal information.

This notice applies to you if you are either:

- A member of the ABRS
- Hold the role of Welfare Officer at a Riding School owned by a member
- An individual taking a test or course with the ABRS

We have not appointed a Data Protection Officer to oversee our compliance with data protection laws as we are not required to do so, but our Data Protection Compliance Manager has overall responsibility for data protection compliance in our organisation.

Contact details are set out in the "**Contacting us**" section at the end of this privacy notice.

PERSONAL INFORMATION WE MAY COLLECT FROM YOU

When you sign up for membership with us, hold the role of Welfare Officer at a Riding School owned by a member, or apply to take a test or course with us, you may provide us with, or we may obtain, **personal information** about you. This information may include your:

- personal contact details that allows us to contact you directly such as name, title, email addresses and telephone numbers;
- membership details including start and end date;
- records of your interactions with us such as telephone conversations, emails and other correspondence and your instructions to us;
- any credit/debit card and other payment details you provide so that we can receive payments from you and details of the financial transactions with you;
- use of and movements through our online portal, passwords, personal identification numbers, user names and other IT system identifying information;
- images in video and/or photographic form, and;
- your marketing preferences so that we know whether and how we should contact you.

WHEN WE COLLECT YOUR INFORMATION

We typically collect personal information about you when you: become (or renew) as a member; are identified as the Welfare Officer at a Riding School owned by a member; purchase any services or products we offer; make a query and/or complaint; and/or, correspond with us by phone, e-mail or in some other way.

USES MADE OF THE INFORMATION

The table below describes the main purposes for which we process your personal information, the

categories of your information involved and our lawful basis for being able to do this.

Purpose	Personal information used	Lawful basis
To administer your membership account(s), managing our relationship with you and dealing with payments and any support, service or product enquiries made by you	All contact and membership details, transaction and payment information, records of your interactions with us, and marketing preferences.	This is necessary to enable us to properly manage and administer your membership contract with us.
To arrange and manage any contracts for the provision of any merchandise, products and/or services.	All contact and membership details. Transaction and payment information.	This is necessary to enable us to properly administer and perform any contract for the provision of membership services
To send you information which is included within your membership benefits package, including: details about events, partner offers and discounts, and updates material associated with managing a Riding School.	All contact and membership details	This is necessary to enable us to properly manage and administer your membership contract with us
To send you other marketing information we think you might find useful or which you have requested from us, including our newsletters, information about membership, events, participation products and information about our commercial partners	All contact and membership details and marketing preferences	Where you have given us your explicit consent to do so.
To answer your queries or complaints	Contact details and records of your interactions with us	We have a legitimate interest to provide complaint handling services to you in case there are any issues with your membership.
Retention of records	All the personal information we collect	We have a legitimate interest in retaining records whilst they may be required in relation to complaints or claims. We need to retain records in order to properly administer and manage your membership and in some cases, we may have legal or regulatory obligations to retain records.

Purpose	Personal information used	Lawful basis
The security of our IT systems	Your usage of our IT systems and online portals.	We have a legitimate interest to ensure that our IT systems are secure.
For the purposes of promoting the career path and membership packages.	Images in video and/or photographic form.	Where you have given us your explicit consent to do so
For the effective delivery of test and courses	Your name, contact details, confirmation of age (where test/courses have age entry requirements) and information on prior riding tests and qualifications	We have a legitimate need to pass specific information to coaches and examiners so that they are able to deliver tests and courses. Courses that are externally validated may have an explicit requirement for specific data.

For some of your personal information you will have a legal, contractual or other requirement or obligation for you to provide us with your personal information. If you do not provide us with the requested personal information, we may not be able to admit you as a member or properly perform our contract with you or comply with legal obligations. If we are unable to perform our contract or meet legal obligations, we may have to terminate your position as a member or be unable to deliver goods or services. For other personal information, you may not be under an obligation to provide it to us but if you do not provide it then we may not be able to properly perform our contract with you.

Where you have given us your consent to use your personal information in a particular manner, you have the right to withdraw this consent at any time, which you may do by contacting us as described in the "Contacting us" section below.

Please note however that the withdrawal of your consent will not affect any use of the data made before you withdrew your consent and we may still be entitled to hold and process the relevant personal information to the extent that we are entitled to do so. Withdrawing consent may also have the same effects as not providing the information in the first place, for example we may no longer be able to provide certain member benefits to you.

DIRECT MARKETING

Email, post and SMS marketing: from time to time, we may contact you by email, post or SMS with information about products and services we believe you may be interested in.

We will only send marketing messages to you in accordance with the marketing preferences you set. You can then let us know at any time that you do not wish to receive marketing messages by amending your preferences, which you may do by contacting us as described in the "Contacting us" section below.

DISCLOSURE OF YOUR PERSONAL INFORMATION

We do not share your personal data with any 3rd parties.

HOW LONG DO WE KEEP PERSONAL INFORMATION FOR?

The duration for which we retain your personal information will differ depending on the type of information and the reason why we collected it from you.

However, in some cases personal information may be retained on a long-term basis: for example, personal information that we need to retain for legal purposes will normally be retained in

accordance with usual commercial practice and regulatory requirements.

Generally, where there is no legal requirement, we retain all physical and electronic records for a period of six years after your last contact with us. However, If asked us to remove your data from our database, we will do so.

It is important to ensure that the personal information we hold about you is accurate and up-to-date, and you should let us know if anything changes, for example if you change your phone number or email address.

You are able to update some of the personal information we hold about you by contact us using by using the details set out in the "**Contacting us**" section below.

YOUR RIGHTS IN RELATION TO PERSONAL INFORMATION

You have the following rights in relation to your personal information:

- the right to be informed about how your personal information is being used;
- the right to access the personal information we hold about you;
- the right to request the correction of inaccurate personal information we hold about you;
- the right to request the erasure of your personal information in certain limited circumstances;
- the right to restrict processing of your personal information where certain requirements are met;
- the right to object to the processing of your personal information;
- the right to request that we transfer elements of your data either to you or another service provider; and
- the right to object to certain automated decision-making processes using your personal information.

You should note that some of these rights, for example the right to require us to transfer your data to another service provider or the right to object to automated decision making, may not apply as they have specific requirements and exemptions which apply to them and they may not apply to personal information recorded and stored by us. For example, we do not use automated decision making in relation to your personal data. However, some have no conditions attached; your right to withdraw consent or object to processing for direct marketing are absolute rights.

Whilst this privacy notice sets out a general summary of your legal rights in respect of personal information, this is a very complex area of law. More information about your legal rights can be found on the Information Commissioner's website at <https://ico.org.uk/for-the-public/>.

To exercise any of the above rights, or if you have any questions relating to your rights, please contact us by using the details set out in the "**Contacting us**" section below.

If you are unhappy with the way we are using your personal information, you can also complain to the UK Information Commissioner's Office or your local data protection regulator. We are here to help and encourage you to contact us to resolve your complaint first.

CHANGES TO THIS NOTICE

We may update this privacy notice from time to time. When we change this notice in a material way, we will update the version date at the bottom of this page. For significant changes to this notice we will try to give you reasonable notice unless we are prevented from doing so. Where required by law we will seek your consent to changes in the way we use your personal information.

CONTACTING US

In the event of any query or complaint in connection with the information we hold about you, please email: office@abrs-info.org.

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