



## Rural Pride Products Limited Privacy Notice 2020

Rural Pride is committed to the fair and transparent processing of personal data and data security. This privacy policy sets out how we will manage the personal data, which you provide to us in compliance with the General Data Protection Regulation (EU) 2016/679 (GDPR).

This policy contains important information about who we are, how and why we collect, store, use and share personal data and your rights in relation to your personal data.

Rural Pride Woodland Education & Adventures and Compact Learning are the trading name of Rural Pride Products Ltd company number 08555895. Our registered address is 33 Ryton Way, Hilton, Derbyshire. DE65 5GY. Trading Address and correspondence address is, Rural Pride & Compact Learning, Unit 2a Silverhill Court, Silverhill Farm, Radbourne, Derbyshire. DE6 4LY.

If you have any queries about this Policy, the way in which Rural Pride & Compact Learning processes personal data, or about exercising any of your rights, please send an email to [learning@ruralpride.co.uk](mailto:learning@ruralpride.co.uk) or write to the Managing Director Rural Pride & Compact Learning, Unit 2a Silverhill Court, Silverhill Farm, Radbourne, Derbyshire. DE6 4LY.

### Personal data we collect

We may collect and process the following personal data:

Information provided to us When you:

Complete a form on our Website.

Contact us by phone, e-mail, or in writing.

Report a problem.

We may collect your name, e-mail address, postal address, and telephone number.

### Information we collect about you

If you visit our Websites [www.ruralpride.net](http://www.ruralpride.net) or [www.compactlearning.co.uk](http://www.compactlearning.co.uk), we may automatically collect the following information:

Technical information, including the internet protocol (IP) address used to connect your computer to the Internet, login information, browser type and version, time zone setting, browser plug-in types and versions, operating system, and platform.



Information about your visit to our Website such as the products and/or services you searched for and view, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.

Information we receive from other sources.

We may also receive information about you from your organisation, other training provider, or employer when they register to receive products and/or services from us.

Information about other individuals

If you provide information to us about any person other than yourself, such as employees or your suppliers, you must ensure that they have given their permission for you to disclose it to us, they understand how their information will be used, and for you to allow us to use it.

Sensitive personal data

In certain limited cases, we may collect certain sensitive personal data from you (e.g. Information about your racial or ethnic origin and physical or mental health). We will only do this based on your consent.

How Rural Pride and Compact Learning uses your personal data

Legitimate interests

Where this is necessary for purposes, which are in our interests. These interests are:

Providing you with newsletters, surveys, information about our qualifications and events related to products and services offered by Rural Pride and Compact Learning which may be of interest to you

Communicating with you in relation to any problems, complaints, or disputes

Improving the quality of experience when you interact with us and our products and/or services

NOTE: All individuals have the right to object to the processing of your personal data based on legitimate interests as set out below, under the heading 'Your rights'.

Contract performance (contractual obligations)

We may use your personal data to fulfil a contract, or take steps linked to a contract:

To provide the products and/or services to you, i.e. qualifications other services.

To communicate with you in relation to the provision of the contracted products and services.

To provide you with admin support such as account creation, security, and responding to issues.



Provide you with industry or sector information, surveys, information about our qualifications and events, related to the products and/or services.

#### Consent

Where you have given your express consent to receive marketing communications, we may use your personal data to send you newsletters, surveys, information about our awards and events related to products and services offered by Rural Pride and Compact Learning which may be of interest to you,

Where required by law: We may also process your personal data if required to by law, including responding to requests by government or law enforcement authorities, or for the prevention of crime or fraud.

Who do we share your personal data with?

We take all practical steps to ensure that all Rural Pride & Compact Learning staff protects your personal data and that they are aware of their information security obligations. Access to your personal data is limited to those who have a genuine operational need to know it.

We may also share your personal data with legitimate professionals including:

Legal and other professional advisers, consultants, and professional experts.

Service providers contracted to us in connection with provision of the products and services such as providers of IT services, Website services.

Law enforcement or other authorities if required by law.

Where there is an agreement between us, we will retain your personal data for the duration of the agreement, and for a period of five years following its termination or expiry, to ensure we are able to comply with any legal, audit and other regulatory requirements, or any orders from courts or competent authorities.

Where you give consent to marketing communications, you can change your preferences or unsubscribe at any time by clicking the unsubscribe link in an email from us.

Where we store your personal data and how we protect it.

We take appropriate steps to protect your personal data from loss or destruction. We also have a procedure in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.



Unfortunately, the transmission of information via the Internet is not completely secure. However, we will always strive to protect your personal data. We cannot guarantee the security of your personal data transmitted to our Website; any transmission is at your own risk. Once we have received your personal data, we will use strict procedures and security features to prevent unauthorised access.

#### Your rights

Under the GDPR, you have rights with respect to our use of your personal data:

#### The Right to:

##### Access

You have the right to request a copy of the personal data that we hold about you by contacting us at the email or postal address given below. All requests must be accompanied by information, which allows us to verify your identity (ID). We will respond to your request within one calendar month. Please note that there are exceptions to this right. We may be unable to make all information available to you if, for example, making the information available to you would reveal personal data about another person, if we are legally prevented from disclosing information, or if your request is excessive.

##### Rectification

We strive to keep your personal data accurate and complete. Please contact us using the contact details provided to let us know if any of your personal data is not accurate or changes, so that we can keep your personal data up to date.

##### Erasure

You have the right to request the deletion of your personal data. Instances of erasure may include, personal data no longer necessary for the purposes for which they were collected, where your



consent to processing is withdrawn, where there is no legitimate interest for us to continue to process your personal data, or your personal data has been processed unlawfully.

#### Object

In certain circumstances, you have the right to object to the processing of your personal data where, for example, your personal data is being processed on the basis of legitimate interests and there is no overriding legitimate interest for us to continue to process your personal data. If you would like to object to the processing of your personal data, please contact us using the contact details provided below.

#### Restrict processing

In certain circumstances, you have the right to request that we restrict the processing of your personal data. This right arises where, for example, you have objected to processing based on legitimate interests and we are considering whether there are any overriding legitimate interests, or the processing is unlawful and you elect that processing is restricted rather than deleted.

#### Data portability

In certain circumstances, you have the right to request that some of your personal data is provided to you, or to another data controller, in a commonly used, machine-readable (electronic) format.

NOTE: GDPR sets out exceptions to these rights. If we are unable to comply with your request due to an exception, we will explain this to you in our response.

#### Complaints

If you believe that your data protection rights may have been breached, please first contact Rural Pride first using the details above, however if we have been unable to resolve your concern, you may submit a complaint to the Information Commissioners Office. Please visit <https://ico.org.uk/concerns/> for more information.



## Changes to Policy

Any changes we may make to our Policy in the future will be posted on this page and, where appropriate, any individuals concerned will be notified by e-mail.