

The Worshipful Company of Farmers & The Farmers Company Charitable Fund

Privacy Policy

The Worshipful Company of Farmers is committed to protecting and respecting your privacy. For the purposes of the UK General Data Protection Regulations (UK GDPR), the Data Protection Act 2018 and any subsequent UK legislation covering data protection, the Data Controller is the Worshipful Company of Farmers and is responsible for your personal data.

This Policy sets out why we collect personal information about individuals and how we use that information. It explains the legal basis for this and the rights you have over the way your information is used.

This Policy covers the Worshipful Company of Farmers and its subsidiaries in relation to the collection and use of the information you give us. We may change this Policy from time to time. If we make any significant changes we will advertise this on the website or contact you directly with the information. Please check this page occasionally to make sure you are happy with any changes.

If you have any questions about this Policy or concerning your personal information please contact The Clerk, Worshipful Company of Farmers, clerk@farmerslivery.org.uk or by post to The Clerk, The Worshipful Company of Farmers, 24 Herons Place, Old Isleworth, Middlesex TW7 7BE

What type of personal information we collect

Personal data means any information about an individual from which that person can be identified. We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

Identity Data: full name, user name or similar identifier, date of birth, gender, date of freedom or clothing as applicable (if you are a member).

Contact Data: billing address, residential address, email address and telephone numbers.

Transaction Data: details about payments made by you for events or membership, gift aid information and details of any donations you have made.

Technical Data: includes IP address, your log in data, browser type and version, device ID.

Profile Data: your username and password, purchases or orders made by you, feedback and survey responses, preferences.

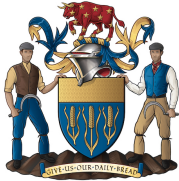
Marketing and Communications Data: your preferences in receiving marketing from us and our third parties and communication preferences.

We do not process your payment details – these are processed securely by a third party that you interact with when you make a payment online.

How we collect information

We may collect information from you whenever you contact us or have any involvement with us for example when you:

- Apply to become a member or renew your membership
- visit our website (see our Cookies policy)
<https://www.farmerslivery.org.uk/privacy-policy-and-cookies>
- donate to us or fundraise for us
- enquire about our activities or services
- sign up to receive news about our activities
- create or update a profile via application forms
- post content onto our website/social media sites
- update personal details



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- attend a meeting with us and provide us with information
- sign up for or take part in our events
- contact us in any way including online, email, phone, SMS, social media or post

Where we collect information from

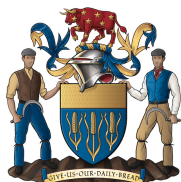
We collect information:

- (1) From you when you give it to us directly: You may provide your details when you make an application to become a member, ask us for information or make a donation, volunteer, attend our events contact us for any other reason.
- (2) From information you have previously provided to us directly in order for us to administer your membership commitments, donations, attend our events or contacted us for any other reason.
- (3) When you give it to us indirectly: Your information may be shared with us by other organisations such as fundraising sites like Just Giving or Virgin Money if you are fundraising for us. They should only do so in the way they have set out in their own Privacy Policy which you should check when you give your details.
- (4) When you have given other organisations permission to share it: Your information may be provided to us by other organisations if you have given them your permission. This might for example be a charity working with us or might be when you buy a product or service from a third party organisation. The information we receive from other organisations depends on your settings or the option responses you have given them.
- (5) When you use our website: When you use our website information about you is recorded and stored. See the information about the use of cookies under that heading below.
- (6) When it is in available on social media: Depending on your settings or the privacy policies applying for social media and messaging services you use, like Facebook, Instagram or Twitter, you might give us permission to access information from those accounts or services.

Our legal basis for processing your information

The use of your information for the purposes set out above is lawful because one or more of the following applies:

- **Performance of a contract with you:** Where we need to perform the contract we are about to enter into or have entered into with you.
- **Legitimate interests:** We may use your personal data where it is necessary to conduct our activities and pursue our legitimate interests, for example to prevent fraud and enable us to give you the best and most secure membership or volunteer experience. We make sure we consider and balance any potential impact on you and your rights (both positive and negative) before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).
- **Legal obligation:** We may use your personal data where it is necessary for compliance with a legal obligation that we are subject to. We will identify the relevant legal obligation when we rely on this legal basis.
- **Consent:** We rely on consent only where we have obtained your active agreement to use your personal data for a specified purpose, for example if you subscribe to an email newsletter.

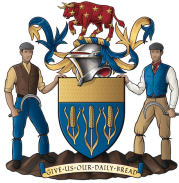


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How we use your information

We will use your personal information in a number of ways which reflect the legal basis applying to processing of your data. These are set out in the table below:

Purpose	Type of Data	Legal basis
To register you as a member of the Worshipful Company of Farmers	Identity Contact	Performance of a contract with you
Providing you with membership services	Identity Contact Transaction Marketing and Communications	Performance of a contract with you Necessary for our legitimate interests Consent
Providing you with the information or services you have asked for	Identity Contact Transaction	Performance of a contract with you
Processing donations you make, including processing for Gift Aid purposes	Identity Contact Transaction	Performance of a contract with you Necessary for our legitimate interests
Organising volunteering activity you have told us you want to be involved in and in relation to the fundraising for us you are involved in	Identity Contact	
Publishing your details as a member of the Worshipful Company of Farmers in the membership directory (made available in printed and online form to other members);	Identity Contact	Consent
Reflecting your details as a member of the Worshipful Company of Farmers in our historic records	Identity The Clerk	Performance of a contract with you Consent Note that we will retain this data forever unless you request for it to be deleted in accordance with your rights.
Sending you communications that may be of interest including marketing information about our services and activities, campaigns and appeals asking for donations and other fundraising activities and promotions for which we seek support	Identity Contact Marketing and Communications	Profile Data Consent
Seeking your views on the services or activities we carry on so that we can make improvements	Identity Contact Marketing and Communications	Profile Data Necessary for our legitimate interests



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Maintaining our organisational records and ensuring we know how you prefer to be contacted	Identity Contact Marketing and Communications	Profile Data Necessary for our legitimate interests
Analysing the operation of our website and analysing your website behaviour to improve the website and its usefulness	Profile Data Technical Data Marketing and communications	Necessary for our legitimate interests
Processing grant, Livery or education course applications	Identity Contact	Performance of a contract with you
Submitting your name and contact details to the City of London Corporation Electoral Roll	Identity Contact	Performance of a contract with you

How we keep your information safe

We understand the importance of security of your personal information and take appropriate steps to safeguard it.

Membership details are stored on an encrypted Salesforce Community Platform who provide Trust and Compliance Documentation. Credit Card information is processed through SagePay and direct debits are processed externally by BACS Direct Debit Services.

We always ensure only authorised persons have access to your information, which means only our staff, volunteers and contractors, and that everyone who has access is appropriately trained to manage your information.

No data transmission over the internet can however be guaranteed to be 100% secure. So while we strive to safeguard your information, we cannot guarantee the security of any information you provide online and you do this at your own risk.

Who has access to your information?

- Third parties who provide services for us, for example Caterers at events, sending newsletters and other mailings, processing direct debit data, our appointed accountants and auditors. We select our third party service providers with care. We provide these third parties with the information that is necessary to provide the service and we will have an agreement in place that requires them to operate with the same care over data protection as we do.
- Third parties if we run an event in conjunction with them. We will let you know how your data is used when you register for any event.
- Analytics and search engine providers that help us to improve our website and its use.

Owing to matters such as financial or technical considerations the information you provide to us may be transferred to countries outside the combined area of the UK and the European Economic Area (EEA), which are not subject to the same data protection regulations as apply in the UK. This would only apply to those seeking grants from overseas or third party Data Service providers located outside the UK and EEA.



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We meet our obligations under UK GDPR by ensuring that the information has equivalent protection as if it were being held within the UK. We do this by ensuring that any third parties processing your data outside the UK and EEA either benefits from an adequacy determination for UK GDPR purposes and/or, where appropriate, we have entered into a Data Processing Agreement which contains model clauses.

We may also disclose your personal information if we are required to do so under any legal obligation and may use external data for the purposes of fraud prevention and credit risk reduction, or where doing so would not infringe your rights, but is necessary and in the public interest.

Other than this, we will not share your information with other organisations without your consent.

Keeping your information up to date

We really appreciate it if you let us know if your contact details change. You can do so by contacting The Clerk, Worshipful Company of Farmers, 24 Herons Place, Old Isleworth, Middlesex TW7 7BE or Email clerk@farmerslivery.org.uk

Our use of “cookies”

“Cookies” are small pieces of information sent by a web server to a web browser, which enable the server to collect information from the browser. They are stored on your hard drive to allow our website to recognise you when you visit.

Please read our cookies policy here <https://www.farmerslivery.org.uk/privacy-policy-and-cookies>

Children’s Information

We appreciate that our supporters are of all ages. Where appropriate we will ask for consent from a parent or guardian to collect information about children (under 13s).

How long we keep your information for

We will hold your personal information for as long as it is necessary for the relevant activity. By way of example, we hold records of donations you make for at least six years so we can fulfil our statutory obligations for tax purposes. Please note that we will usually retain your name and date of freedom within our historical records forever, unless you request its erasure in accordance with your ‘right to be forgotten’.

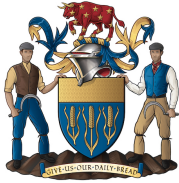
Where we rely on your consent to contact you for inclusion of your details in our membership directory or for direct marketing purposes, we will treat your consent as lasting only for as long as it is reasonable to do so. This will usually be for the life of the membership. We may periodically ask you to renew your consent.

If you ask us to stop contacting you with marketing or fundraising materials, we will keep a record of your contact details and limited information needed to ensure we comply with your request.

Your rights

You also have the following rights under data protection laws in relation to your personal data:

- the right to request access to your personal data (commonly known as a "subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- the right to request rectification of information that is inaccurate or out of date;
- the right to erasure of your information (known as the “right to be forgotten”);



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- the right to restrict the way in which we are dealing with and using your information;
- the right to object to the processing of your information;
- the right to request that your information be provided to you in a format that is secure and suitable for re-use (known as the “right to portability”);
- the right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent at any time. Read more about the right to withdraw consent.
- rights in relation to automated decision making and profiling including profiling for marketing purposes.

To exercise any of these rights, you should contact The Clerk, Worshipful Company of Farmers, 24 Herons Place, Old Isleworth, Middlesex TW7 7BE. If you make a request, we will respond to you without undue delay and will try to respond within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

If you are not happy with the way in which we have processed or dealt with your information, you can complain to the Information Commissioner’s Office. Further details about how to complain can be found [here](#).

Changes to this Privacy Policy

This Policy may be changed from time to time. If we make any significant changes we will advertise this on our website or contact you directly with the information.

Do please check this Policy each time you consider giving your personal information to us.

This Policy was last updated in 10th July 2026