

GDPR & Privacy Policy for ISA SuperShow Platform

Updated 16th April 2023

Who We Are

The Show is a Member of the Irish Shows Association.

Definition: Show means the **Tinahely Show**, which is taking place at **Fairwood Park** on **7th August 2023** and is managed by **Tinahely Agricultural Show Society Ltd** with official address at Unit 16, Riverside Business Centre, **Tinahely, Co Wicklow**. If you have any questions about the practices of this site, or your dealings with this website, please contact us at info@tinahelyshow.ie or phone **0402 34922**.

ISA means the Irish Shows Association CLG, Tullyraghan, Drumakill, Castleblayney, County Monaghan, Republic of Ireland.

These GDPR & Privacy Policy are provided by the **Tinahely Show** (referred to as 'us', or, 'we' or 'the Show') for the information of visitors (referred to as 'you' or 'your') to our website. This website is only for use by persons who have attained the age of 18 years and over.

About ISA SuperShow Platform.

The ISA SuperShow Platform project is part-funded under the LEADER national cooperation programme, which is supported by the Department of Rural and Community Development and the Department of Agriculture as part of Project Ireland 2040. The project funding has been actioned by the following LEADER companies, Monaghan Integrated Development CLG in partnership with Avondu Blackwater Partnership CLG, Galway Rural Development CLG and Southwest Mayo Development Company CLG. We also acknowledge our software supplier Dotser Ltd., an Irish company whose SuperShow Show Management Software manages leading agricultural shows around the world.

The ISA SuperShow platform is a cloud based software system, designed to streamline show management processes and assist Show Administrators, Competitors, Trade Exhibitors and Sponsors to submit their information to respective shows and allows users to enter their information online in a secure manner that helps show administrators use this information to effectively organise their respective show.

The processing of your personal data is carried out by the show management on behalf of the Show and the Irish Shows Association.

Your personal data will be made available to other Irish Show Association Member shows, when you decide to make a competition entry or trade exhibitor application to that particular Member Show using the same end user account. This process allows you to have one account with your relevant competition, animal, trade exhibitor or business profile data that can be used to enter one show or more, as the show season progresses, as you decide.

This Policy applies between you, the user of this web site and the Show, the owner and provider of this web site. This Policy applies to our use of any and all data collected by us in relation to your use of the web site and any services or systems therein.

BY USING THE SERVICES, YOU CONSENT TO THE COLLECTION, USE AND TRANSFER OF YOUR PERSONAL / BUSINESS DATA FOR PROCESSING AS DESCRIBED IN THIS PRIVACY POLICY.

Note to Residents of the European Union: In order to comply with the requirements of the European General Data Protection Regulation (GDPR) for our European consumers and users, this GDPR &

Privacy Policy outlines the legal basis on which we process your Personal Data and provides other information required by the GDPR.

Definitions and Interpretation

In this Agreement the following terms shall have the following meanings:

Account: means collectively the personal information, credentials used by users to access content, or any communications system on the web site;

Content: means any text, graphics, images, audio, video, software, data compilations and any other form of information capable of being stored in a computer that appears on or forms part of this web site;

Cookie: means any text, graphics, images, audio, video, software, data compilations and any other form of information capable of being stored in a computer that appears on or forms part of this web site;

Data: means collectively all information that you submit for show entry or booking.

Personal Data: is information that can be used to identify you, directly or indirectly, alone or together with other information. This includes things such as your full name, email address, phone number, precise location, device IDs, animal information, date of birth, trade exhibitor information, business profile, business product information, certain cookie, network identifiers, or any other data or actions.

ISA: means Irish Shows Association CLG, Tullyraghan, Drumakill, Castleblayney, County Monaghan, Republic of Ireland gdpr@irishshows.org.

Service: means collectively any online facilities, tools, services or information that the Show and ISA makes available through the web site either now or in the future;

System: means any online communications infrastructure that the Show and ISA makes available through the web site either now or in the future. This includes, but is not limited to, web-based email, competition entry, trade exhibitor applications, printed ticketing (not e-ticketing), events and forms, competition results.

User / Users: means any third party that accesses the web site and is not employed by the Show and ISA and acting in the course of their employment; and

Web site: means the website that you are currently using (domain name/ url listed above) unless expressly excluded by their own terms and conditions.

Data Collected: Without limitation, any of the following Data may be collected:

Name; address; email address; telephone numbers; mobile numbers; contact information such as email addresses and telephone numbers; demographic information such as post code, date of birth (where required for competition entry verification or legal purposes) preferences and interests; IP address (automatically collected); bank account details (where required for processing of prize money or refunds), web browser type and version (automatically collected); operating system (automatically collected); a list of URLs starting with a referring site, your activity on this web site, and the site you exit to (automatically collected); and cookie information.

We collect your Personal Data in a number of ways and for various purposes, including:

- **When you register for an account or interact with our services.**

We collect personal data when you use or interact with our services, including when you register with us, create an account, make purchases from us (including processing of payment). When you create an account, or have a profile created for you by a friend, we will collect your information which depending on the service we are providing, may include your contact and billing information.

This personal data may include name, address, phone number, username and password, email address and payment information. We use this data to create your account, enable your activity within our services, and to provide the competition, trade exhibitors and sponsorship services generally, including to develop, enhance, and improve our show management services and your experience. We also use this data for internal purposes related to certain administrative tasks, research, customer communication and risk management.

- **Sensitive Personal Data**

Sensitive Information that is required in order to process financial payments or prize monies for example will be kept only for the purpose of dealing with the transaction or matter. In exceptional circumstances, sensitive personal health data may be collected as part of any accident reported on the show field. This information may be shared with our insurance company, in line with our legal and insurance obligations. If sensitive personal information is collected, we will take extra care to ensure privacy rights are protected. Such data would only be retained for as long as the law required.

- **When you communicate with us or sign up for promotional materials (contact us form or newsletter sign up form).**

We collect personal data when you communicate with us or sign up to receive promotional materials or information via email, push notifications, or text messages - including email address, mobile number, etc. If you consent to such messages, we may use your personal data and other information to communicate with you about the Show and ISA products or show related services you have purchased or used; provide you with promotional messages and personalised advertising; to notify you of other products; offers, and other promotions ("Promotions"); to notify you of Services we think may be of interest to you; and, for other marketing purposes. You can manage your communication preferences by registering for and logging into your account.

Please note that regardless of your email settings, we may send you notifications pertaining to the performance of our show management services, such as revision of our terms or this privacy policy or other formal communications relating to products or Services you have purchased or use. We may use your personal data to respond to your requests for technical support, online services, product information or to any other communication you initiate. This includes accessing your account to address technical support requests. We may also use your Personal Data to address your requests, inquiries, and complaints.

- **When we comply with Legal Requirements or Obligations, Law Enforcement, and for Public Safety Purposes**

We may use personal data in order to comply with laws, regulations, court orders, or other legal obligations or to assist in an investigation, to protect and defend our rights and property, or the rights or safety of third parties, to enforce our Terms of Use, this Privacy Policy, or agreements with third parties, or for crime-prevention purposes.

Legal Basis for Processing; This section addresses the legal basis for processing your data. Some processing is addressed in multiple sections because more than one legal basis may apply depending on the circumstances or service. For the purposes of applicable data protection laws, the Show and ISA is the controller of the Personal Data you provide to us ("Data Controller"). As a Data Controller, we process the Personal Data we maintain about you in accordance with this Privacy Policy. If you have any questions or concerns regarding the processing of your Personal Data, or if you have questions regarding this Privacy Policy, please contact us via our website. We collect and process your Personal Data for a variety of purposes outlined in this Privacy Policy. In certain cases, separate consent is not required, including:

- **For the performance of a contract**

To perform our contractual obligations to you, including account registration, fulfilling the purchases of services you have made (including processing of payment), contacting you in relation to any issues with your service (including when you use the application) and any payments which have been made.

- **To meet legal obligations**

To comply with laws, regulations, court orders, or other legal obligations or to assist in an investigation.

- **For Legitimate Interests**

To operate our business and provide the Services, other than in performing our contractual obligations to you for the Show and ISA "legitimate interests" for the purposes of applicable law - except where overridden by the interests or fundamental rights and freedoms that require protection of personal data.

For example, the following areas include processing covered by legitimate interests, subject to applicable law:

1. Communication: To communicate with you regarding the Show and ISA Services, including to provide you important notices regarding changes to our terms and also to address your requests, inquiries, and complaints.

2. Respond to Your Requests: To respond to your requests for technical support, online services, product information or to any other communication you initiate. This includes accessing your account to address technical support requests.

Promotional Messages: We process your non-sensitive personal data to provide you with promotional messages and personalised marketing about the Show and ISA related initiatives

from time to time.

3. **Compliance with Law and Public Safety:** To assist in the investigation of suspected illegal or wrongful activity, including sharing information with other entities for fraud, loss, and crime prevention purposes. To protect and defend our rights and property, or the rights or safety of third parties.

4. **Improvement and Development:** To develop, provide, enhance, and improve our Services and your experience: For internal purposes related to certain research, analytics, testing, customer communication, risk management, and administrative purposes.

5. **Enforcing Terms and Notice:** To enforce our Terms or this GDPR & Privacy Policy, or agreements with third parties.

- Exhibitor registration / Animal registration / Department of Agriculture / Breed Society Databases are held for the purpose of matching tags / microchip numbers implanted in animals with the personal information of the person who is either the legal owner of the animal, or the person who is responsible for the daily care and control of the animal. The Show will supply competitor data, cross reference and verify information with such entities to ensure entitlement to enter certain competitions and championships and comply with all legal requests / requirements. The Show reserves the right to disclose this information to Councils, government agencies who are trying to re-unite the animal with its owner. Disclosure will be required by law, to trace the breakout of disease in the unlikely event that such a matter should arise.

Consent as a Basis for Processing: *In some cases, we will ask for your consent to process your personal data. You may indicate your consent in a number of ways, including, as permitted by law, ticking a box (or equivalent action) to indicate your consent when (i) providing us with your personal data through our Services or a form (including using the contact form); or (ii) registering or creating an account with us. Due to different countries' laws governing consent for the collection and use of Personal Data, the requirements for consent will differ across regions. We may request your consent for a number of activities including:*

- *The Show and ISA Marketing and Communication. We may ask for your consent to contact you by telephone, SMS/text message, and/or email about other offers, products, promotions, events, or services that we think may be of interest to you and for other marketing purposes.*

Managing Preferences & Withdrawing Consent: You may at any time withdraw your consent with future effect, historical data will be stored and processed as required by law.

Depending on the service, collection and use of personal data may be required for the services to work. We provide you several ways to manage your preferences:

Cookie Use & Controls: Cookies serve a wide variety of purposes. Cookies are pieces of data stored in your web browser that are transmitted to websites to remember your browser over time and distinguish it from other users. Cookies are used to remember your shopping cart and personalise your web experience and for security, analytics, marketing, and interest-based advertising. Our cookies are placed and read by our web servers, while other cookies are placed and read by other

companies' web servers. You can block and control cookies using the information noted in this section. If you block all cookies, certain functionality on our website will not work.

One way to think about cookies is based on their function. The following settings will control our use of browser cookies, the use of an IP address for tracking, and the collection and use of data for cookie-based, interest-based advertising.

- **Required Cookies.** These strictly necessary cookies are used for core functionality, and recognise when you are signed in, remember things such as text entered, are necessary for security, and enforce your privacy preferences. Without these cookies, some functionality on our websites will fail. You can block these cookies in your browser preferences.
- **Functional Cookies.** These cookies help to improve the sites by allowing us to understand how the site is used and how the site performs. These cookies include analytics and measurement.

IP Address: An IP address refers to an identifier assigned by a network to a computer, mobile device, Internet of Things (IoT) device, or routing device. IP addresses, for purposes of this Privacy Policy, include "public" IP addresses, such as the IP address for a home router that is visible to the Internet, as well as "local" IP addresses, which are IP addresses assigned to computers and mobile devices "behind" a router (such as a home router). Our advertising and analytics partners may use IP addresses to group or correlate devices for purposes of analytics, security and anti-fraud purposes, interest-based advertising, ad targeting, ad attribution, and limiting ad frequency.

If you elect not to provide personal data: You may choose not to provide the Show and ISA with your personal data. However, if you choose not to provide your personal data, you may not be able to enjoy the full range of show management services.

How to Exercise your Rights: The Show and ISA takes steps to keep your personal data accurate and up to date. If you reside in the European Economic Area, you have certain rights to the personal data that we have collected about you. To exercise your rights to your personal data, please contact us through our contact page or at the address listed below. Subject to applicable law we will charge for this service at the costs incurred by us, and we will respond to reasonable requests as soon as practicable, and in any event, within the time limits prescribed by law.

You have the following rights:

Access - Right of access to your Personal Data (Art. 15 GDPR): You have the right to ask us for confirmation on whether we are processing your personal data, and access to the personal data and related information on that processing (e.g., the purposes of the processing, or the categories of personal data involved). **Right to correction (Art. 16 GDPR):** You have the right to have your personal data corrected, as permitted by law.

Deletion - Right to erasure (Art. 17 GDPR): You have the right to ask us to delete your personal data, as permitted by law. This right may be exercised among other things: (i) when your personal data is no longer necessary for the purposes for which it was collected or otherwise processed; (ii) when you withdraw consent on which processing is based according to Art. 6 (1) (a) or Art. 9 (2) (a) GDPR and where there is no other legal ground for processing; (iii) when you object to processing

pursuant to Art. 21 (1) GDPR and there are no overriding legitimate grounds for the processing, or when you object to the processing pursuant to Art. 21 (2) GDPR; or, (iv) when your personal data has been unlawfully processed.

Restriction - Right to restriction of processing (Art. 18 GDPR): You have the right to request the limiting of our processing under limited circumstances, including: when the accuracy of your Personal Data is contested; when the processing is unlawful and you oppose the erasure of your Personal Data and request the restriction of the use of your Personal Data instead; or when you have objected to processing pursuant to Art. 21 (1) GDPR pending the verification whether the legitimate grounds of ISA and Member Shows override your grounds.

Portability - Right to data portability (Art. 20 GDPR): You have the right to receive the personal data that you have provided to us, in a structured, commonly used and machine-readable format, and you have the right to transmit that information to another controller, including to have it transmitted directly, where technically feasible.

Objections - Right to object (Art. 21 GDPR): You have the right to object to our processing of your Personal Data, as permitted by law. This right is limited to processing based on Art. 6 (1) (e) or (f) GDPR, and includes profiling based on those provisions, and processing for direct marketing purposes. After which, we will no longer process your Personal Data unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

Marketing Communications: You may revoke your consent at any time (this will not affect the processing of your personal data undertaken until the revocation). If you want to stop receiving promotional materials, etc., you can click on the unsubscribe link in the relevant email sent to you or send an email to the Show email address with 'UNSUBSCRIBE TO MARKETING' in the subject line.

Transfer of Your Personal Data to Other Countries: The personal data the Show and ISA processes, and all associated show management services and systems, including registration, is processed and stored on servers in the European Union. If you are located outside of the European Union, please be aware that personal data we collect will be processed and stored in the European Union. By using our show management services and submitting your personal data, you agree to the transfer, storage, and/or processing of your personal data in the European Union. Where and as required, we will seek your explicit consent as outlined in this Privacy Policy.

Data Retention: We will retain your Personal Data for as long as you maintain an account or as otherwise necessary to provide you the show management Services. We will also retain your personal data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. Where we no longer need to process your personal data for the purposes set out in this privacy policy, we will delete your personal data from our systems. Where permissible, we will also delete your personal data upon your request. To delete your data please log into your account, click on the settings tab and click delete data. If you have questions about our data retention practices, please contact us through the contact page on the website.

Security: We implement appropriate technical and organisational safeguards to protect against unauthorised or unlawful processing of personal data and against accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to personal data. Please be advised, however, that we cannot fully eliminate security risks associated with the storage and transmission of personal data.

Links to Other Websites: Please note that this Privacy Policy does not apply to the practices of companies that we do not own or control or to people that we do not employ or manage. Our Services may provide a link or otherwise provide access to Third Party Sites. We provide these links merely for your convenience. We have no control over, do not review, and are not responsible for Third Party Sites, their content, or any goods or services available through the Third Party Sites. Our Privacy Policy does not apply to Third Party Sites, and any data you provide to Third Party Sites, you provide at your own risk. We encourage you to review the privacy policies of any Third Party Sites with that you interact with.

Children: We may collect personal data online from children under 16 only if and to the extent that consent is given or authorised by the holder of parental responsibility over the child. If you become aware that a child has provided us with Personal Data without parental consent, please contact us through our contact page. If we become aware that a child under 16 has provided us with Personal Data without parental consent, we will take steps to remove the data and cancel the child's account. We shall make reasonable efforts to verify in such cases that consent is given or authorised by the holder of parental responsibility over the child, taking into consideration available technology.

Third Party Websites & Services: The Show and ISA may, from time to time, employ the services of other parties for dealing with matters that may include, but are not limited to, payment handling, delivery of purchased items, search engine facilities, advertising and marketing. The providers of such services do have access to certain personal Data provided by users of this web site. Any data used by such parties is used only to the extent required by them to perform the services that the Show and ISA requests. Any use for other purposes is strictly prohibited. Furthermore, any Data that is processed by third parties must be processed within the terms of this Policy and in accordance with the **Data Protection Act 1998.**

Changes of Business Ownership: The Show and ISA may, from time to time, expand or reduce its business and this may involve the transfer of control of certain divisions to other parties. Data provided by users will, where it is relevant to any division so transferred, be transferred along with that division and the new owner or newly controlling party will, under the terms of this Policy, be permitted

to use the data for the purposes for which it was supplied by you. In the event that any data submitted by users will be transferred in such a manner, you will not be contacted and informed of the changes.

Changes to this policy: The Show and ISA reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the web site and you are deemed to have accepted the terms of the Policy on your first use of the Web Site following the alterations.

How to Contact Us

If you have any questions, comments, or concerns about how we handle your Personal Data, then you may contact us through our contact page or write to us at:

Tinahely Show, Unit 16, Riverside Business Centre, Tinahely, Co Wicklow.

Our data protection officer is our show secretary **Dolores Whelan** who can be contacted by email at: **info@tinahelyshow.ie**

Privacy Policy was last updated **15th June 2023**