

Privacy Policy

About Stacey Rural Business Administration

Stacey Rural Business Administration is the trading name of Fiona Stacey, a sole trader whose registered office is located at Lower Mills, Lewdown, Okehampton, Devon EX20 4QY, and who is registered as a Data Controller with the Information Commissioners Office (ICO).

Information Covered by this Policy

Personal information is information or combination of information that could be used to identify you. This privacy policy applies to information collected and used by Stacey Rural Business Administration. Links within the Stacey Rural Business Administration website or emails from Stacey Rural Business Administration to other organisations/companies' websites are not covered by this policy and consequently we encourage you to read the Privacy Policies of any third party websites when entering their domain(s).

What data do we collect?

We collect contact information from you including name, address, telephone numbers, postal and email address. If we are instructed to act on your behalf, then we may also request further details such as your SBI number, VAT registration details, company or partnership name, NI number, bank account information, date of birth, tax code etc and proof of identity to fulfil anti-money laundering requirements.

Our website servers may automatically store the following Information about you: your ISP, your IP address, your web browser type and version, your operating system, the URL you clicked to get to the website, date and time and all other data made available by your browser and this Information is used to make the website operate more efficiently.

How will we use your data?

We collect your data so that we can:

- a. provide information, products and/or services you have requested
- b. make you aware of additional products and services which may be of interest to you
- c. notify you about any changes to our services
- d. comply with a legal or regulatory obligation. This includes carrying out anti-money laundering procedures as required.
- e. for the purposes of monitoring general web traffic

Lawful basis for processing personal data

This includes:

- a. Contract: for performance of contract, or to enter into a contract
- b. Legal Obligation: to comply with a common law or statutory obligation
- c. Legitimate Interests: to provide information which may be of interest to you and to improve our website
- d. Consent: to fulfil a specific request, for example, to receive newsletters

Who will your data be shared with?

In order to fulfil services, I may have to share your personal data with:

- a. HM Revenue & Customs (HMRC)
- b. Rural Payments Agency
- c. Environment Agency
- d. Natural England
- e. Forestry Commission
- f. Red Tractor
- g. Animal and Plant Health Agency (APHA)
- h. British Cattle Movement Service (BCMS)
- i. Animal Reporting and Movement Service (ARAMS)
- j. Third party agent for the transfer of schemes, land and entitlements, and accountancy services
- k. Intuit Quickbooks – cloud accounting software
- l. AutoEntry – automated data entry for bookkeeping and accountancy
- m. Farm Matters – farm record keeping software
- n. Microsoft – office 365 software
- o. Mail Chimp – bulk email provider
- p. Datto – encrypted data backup provider

Intuit QuickBooks, AutoEntry, Datto and Microsoft are fully compliant with both the EU-US and the Swiss-US Privacy Shield frameworks regarding the collection, use and retention of data from the EU and Switzerland.

For more information on the Privacy Shield, go to <https://www.privacyshield.gov/>.

How do we store your data?

We are committed to protecting the privacy of our users and protecting their personal information. We have implemented technical, administrative and physical procedures designed to protect personal information from loss, misuse or alteration.

We will retain personal information for the period necessary to fulfil the purposes for which it was collected, including for the purposes of satisfying any legal, accounting or reporting requirements, unless a longer retention period is required or permitted by law. We are required under UK tax law to keep clients' basic personal data (name, address, contact details) for a minimum of six years. The information we use for marketing purposes will be kept by us until you notify us that you no longer wish to receive this information.

What are your data protection rights?

As a data subject you are entitled to the following rights:

- i. The right to be informed – You have the right to be informed about the collection and use of your personal data.
- ii. The right to access – You have the right to request copies of your personal data. We may charge you a small fee for this service.

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- iii. The right to rectification – You have the right to request that we correct any information you believe is inaccurate. You also have the right to request us to complete the information you believe is incomplete.
- iv. The right to erasure – You have the right to request that we erase your personal data, under certain conditions.
- v. The right to restrict processing – You have the right to request that we restrict the processing of your personal data, under certain conditions.
- vi. The right to object to processing – You have the right to object to processing of your personal data, under certain conditions.
- vii. The right to data portability – You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

How to contact us

If you have any questions about our privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please contact us.

Email us at: fiona@staceyruralbusinessadmin.co.uk

Call us: 01566 783418

Or write to us at: Lower Mills, Lewdown, Okehampton, Devon EX20 4QY

How to contact the appropriate authority

Should you wish to report a complaint or if you feel that we have not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office. Please see www.ico.org.uk for contact details.