



LEGITIMATE INTERESTS

Under the new data protection law starting in May 2018, we have a number of lawful reasons that we can use (or 'process') your personal information. One of the lawful reasons is called 'legitimate interests'.

Broadly speaking Legitimate Interests means that we can process your personal information if:

- We have a genuine and legitimate reason and we are not harming any of your rights and interests
- So, what does this mean? When you provide your personal details to us, we use your information for our legitimate business interests to provide our membership services to you by post, email, text & telephone). Before doing this, we will also carefully consider and balance any potential affects you and your rights.

Some typical examples of when we might use the approach are for preventing fraud, maintaining the security of our system, data analytics, enhancing, modifying or improving our services, and identifying usage trends.

Our interests

The following are some examples of when and why we would use this approach in our provision of your membership services:

- Personalisation: Where the processing enables us to enhance, modify, personalise or otherwise improve our services/communications for the benefit of our membership.
- Analytics: To process your personal information for the purposes of customer analysis, assessment, on a personalised or aggregated basis, to help us with our activities (i.e. conferences and proceedings) and to provide you with the most relevant information as long as this does not harm any of your rights and interests.
- Due Diligence: We may need to conduct investigations on members to determine if those companies and individuals have been involved or convicted of offences such as fraud, bribery and corruption.

We will also hold information about you so that we can respect your preferences for being contacted by us for the duration of your membership.

Your interests

When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests – we will 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).

For more information about your rights, please see 'Your Rights' in our Privacy Policy.

Remember, you can change the way you hear from us or withdraw your permission for us to process your personal details at any time by contacting us via secretariat@sheepvetsoc.org.uk

If you are unhappy with the way the SVS handles your data, you may complain to the ICO www.ico.org.uk

This document was last updated: May 2021