

Bord Bia Privacy Statement - Quality Assurance Scheme

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1. INTRODUCTION

- 1.1. Bord Bia acts as a link between Irish food, drink and horticulture suppliers and existing and potential customers throughout the world. Our objective is to develop markets for Irish suppliers and to bring the taste of Irish food to more tables world-wide.
- 1.2. Quality Assurance (“QA”) plays a fundamental role in promoting food and horticulture and provides the platform for consumer promotion of product quality. Bord Bia operates a series of quality assurance schemes for the food industry. The schemes are built on best practice in farming and processing, current legislation, relevant industry guidelines and international standards - and are accredited to the ISO17065/2012.
- 1.3. The primary work of the quality assurance division is to develop new standards, improve existing standards and ensure the timely and efficient auditing and certification of members to each of the schemes. Safeguarding the integrity of the schemes requires continual review and systems improvement, particularly given the increased utilisation and recognition of the Bord Bia Quality Assurance logo.
- 1.4. The standards are developed through a Technical Advisory Committee. This committee is made up of representatives from the industry, Bord Bia, Farm Organisations, Teagasc, the Food Safety Authority of Ireland (FSAI), the Department of Agriculture, Food and the Marine (DAFM) and other technical experts.
- 1.5. Quality Assurance Schemes (“QAS”) exist for the following product sectors at both farm and processing level: beef, lamb, dairy, pigmeat, poultry, eggs, feed, fresh produce, mushroom compost & casing manufacturers and ornamental plant producers.
- 1.6. This Privacy Statement explains the ways in which we collect, store and process your personal data with regard to running the Quality Assurance Schemes.

Contact Details

- 1.7. Bord Bia’s contact details are as follows:
 - 1.7.1. Phone +353 (1) 668 5155
 - 1.7.2. Email dpo@bordbia.ie for data protection queries and info@bordbia.ie for general queries. Le dul i dteagmháil le Bord Bia trí Ghaeilge, cur ríomhphost chugainn ag eolas@bordbia.ie
 - 1.7.3. Address: 140 Pembroke Road, Dublin 4, Ireland D04 NV34, Ireland.

2. WHO IS RESPONSIBLE FOR YOUR PERSONAL DATA?

- 2.1 Data protection provides rights to individuals with regard to the use of their personal information (personal data) by organisations, including Bord Bia. Irish and EU laws on data protection govern all activities we engage in with regard to our collection, storage, handling, disclosure and other uses of personal data.

- 2.2 Compliance with data protection rules is a legal obligation. In addition, our compliance with the data protection rules helps individuals to have confidence in dealing with us and helps us to maintain a positive reputation in relation to how we handle personal information.
- 2.3 The data protection rules that apply to us are currently contained in the EU General Data Protection Regulation (EU Regulation 679/2016) (the “**GDPR**”), the Data Protection Acts 1988-2018, the S.I. No. 336/2011 - European Communities (Electronic Communications Networks and Services) (Privacy and Electronic Communications) Regulations 2011 (“**ePrivacy**”).
- 2.4 “**Data controllers**” are the people who or organisations which determine the purposes for which, and the manner in which, any personal data is processed, who/which make independent decisions in relation to the personal data and/or who/which otherwise control that personal data.
- 2.5 “**Data processors**” are the people or organisations that process personal data on behalf of and on the instructions of a data controller.
- 2.6 For the purposes of the GDPR, Bord Bia is the data controller with regard to the personal data described in this Privacy Statement.

3. WHAT PERSONAL DATA DO WE COLLECT, HOW AND WHY?

- 3.1 “**Personal data**” means any information relating to an identified or identifiable natural person. Personal data can be factual (for example, a name, address or date of birth) or it can be an opinion about that person, their actions and behaviour.
- 3.2 **Categories of Personal Data we collect:** We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:
 - 3.2.1 **Identity Data** includes first name, last name, herd number, tag number, username or similar identifier and title.
 - 3.2.2 **Contact Data** includes billing address, delivery address, site/farm address, email address and telephone numbers.
 - 3.2.3 **Transaction Data** includes details about payments to and from you and [other details of products and services you have purchased from us
 - 3.2.4 **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location (GPS), browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
 - 3.2.5 **Profile Data** includes your username and password, , feedback and survey responses.
 - 3.2.6 **Usage Data** includes information about how you use our website, products and services.
 - 3.2.7 **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

- 3.2.8 **Cookies** are a form of technology used in the delivery and analysis of a website. When you visit a website, small text files are placed onto your device temporarily. Some cookies are functional and necessary. Other cookies are used for marketing and analysis purposes. To update your consent preferences, you can visit the [consent preference page](#). For more information on what cookies are used on our websites, please visit the [Cookies Policy](#).

4. HOW WE COLLECT YOUR PERSONAL DATA:

4.1 We collect your personal data through the following means:

4.1.1 **Direct interactions.** You may give us your Identity and Contact Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- (a) apply to us to receive a QA mark;
- (b) when we are conducting an audit of your farm;
- (c) contact with us at industry events for the purposes of receiving further information from us.

4.1.2 **Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. Please see the relevant cookies policy for the Bord Bia site that you are visiting, linked at the bottom of the web page.

4.1.3 **Third parties or publicly available sources.** We may receive personal data about you as set out below:

- (a) **Identity and Contact Data** We may receive information which includes herd numbers and details of your farm from the Irish Cattle Breeding Federation and DAFM (The Department of Agriculture, Food and The Marine in order to assist us in preparing your Carbon Footprint and Navigator and for the purpose of AIMS (Animal Identification and Movement Data)- to trace animal movements of cattle.
- (b) **Identity, Profile and Contact Data** We will receive reports from the auditors where you have submitted to an audit as part of your application to a QAS which may include personal data such as herd number.
- (c) **Identity and Contact Data** from the farmer (herd owner) whose farm we are auditing when you are the farm manager.

4.2 We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so.

Purpose/Activity	Type of data	Lawful basis for processing
IP addresses are retained for functional and analytical purposes. See our Cookie Policy for the cookie retention schedule .	IP address, cookie data.	Consent
To process Animal Identification and movement data	Identity Data Profile Data	Data Sharing and Governance Act 2019
To process your application for a Quality Assurance certification to a QAS	(a) Identity Data (b) Contact Data (c) Transaction Data (d) Profile Data (e) Usage Data	Public Interest
To arrange for, conduct and complete an audit of your farm or site to identify whether a Quality Assurance certification can be awarded	(a) Identity (b) Contact (c) Transaction Data (d) Profile Data (e) Usage Data	Public Interest
To monitor ongoing compliance to the relevant QAS	(a) Identity (b) Contact (c) Transaction Data (d) Profile Data (e) Usage Data	Public Interest
To process applications	(a) Identity	Public Interest

to use the QAS mark on a particular product	(b) Contact (c) Profile Data (d) Usage Data	
To produce Carbon Footprint and Navigator and Sustainability reports	(a) Identity (b) Contact (c) Profile Data (d) Usage Data	Public Interest
To manage our relationship with you which will include: (a) Notifying you about changes to our terms and conditions or privacy policy (b) Asking you to provide feedback or take a survey	(a) Identity (b) Contact (c) Profile Data (d) Usage Data	Public Interest
To contact you from time to time to inform you of a relevant communications, training, development or funding opportunities.	(a) Identity (b) Contact (c) Profile Data (d) Usage Data	Public Interest
To manage a mailing list which you have provided consent in order to receive additional services such as a newsletter.	(a) Identity (b) Contact (c) Profile Data (d) Usage Data	Consent
To use data analytics to improve our website, products/services,	(a) Technical Data (b) Usage Data	Consent

marketing, customer relationships and experiences		
To use anonymised GPS co-ordinates to improve reporting of publically available environmental data to members	(a) Technical Data	<i>Public Interest</i>

5. INFORMATION ABOUT CONSENT

- 5.1 We do not generally rely on consent as a legal basis for processing but where we do, as specified above, you may withdraw consent at any time by providing an unambiguous indication of your wishes by which you, by a statement or by a clear affirmative action, signify withdrawal of consent to the processing of personal data relating to you. If you have any queries relating to withdrawing your consent please contact our Data Protection Officer (“DPO”) whose details are set out below. You may withdraw your consent by [contacting us using the details provided in section 11](#).
- 5.2 Withdrawal of consent shall be without prejudice to the lawfulness of processing based on consent before its withdrawal.

6. WHAT ARE THE DATA PROTECTION PRINCIPLES?

- 6.1 We must process personal data fairly, lawfully and transparently. This means that we must have a valid legal basis for our processing of personal data as set out under the DPAs or (when applicable) the GDPR. It also means that we must be transparent with individuals about our processing of their personal data (“**lawfulness, fairness and transparency**”);
- 6.2 We can only collect personal data for specified, identified and legitimate purposes. We can only then process the personal data that we have collected for the purposes which we have identified or for purposes that are compatible with the purposes that we have identified (“**purpose limitation**”);
- 6.3 The personal data that we collect and process must be adequate, relevant and limited to what is necessary for the purposes for which they are processed (“**data minimisation**”);
- 6.4 The personal data that we collect and process must be accurate and (where necessary) kept up to-date (“**accuracy**”);
- 6.5 We must not keep personal data any longer than is necessary, bearing in mind the purpose for which we collected it. This means that we should keep personal data in a form which permits identification of the data subject for no longer than is necessary (“**storage limitation**”); and
- 6.6 We must process personal data in a manner that ensures appropriate security of the personal data, including protection against unlawful or unauthorised processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures (“**integrity and confidentiality**”).

7. SECURITY OF YOUR PERSONAL DATA

- 7.1 We take appropriate security measures against unlawful or unauthorised processing of personal data, and against the accidental loss of, or damage to, personal data.
- 7.2 We have put in place procedures and technologies to maintain the security of all personal data from the point of collection to the point of destruction. Personal data will only be transferred to a data processor if they agree to comply with those procedures and policies, or if they put in place adequate measures themselves. In addition, we have appropriate written agreements in place with all of our data processors.
- 7.3 We maintain data security by protecting the confidentiality, integrity and availability of the personal data, defined as follows:
- 7.3.1 **Confidentiality** means that only people who are authorised to use the data can access it.
- 7.3.2 **Integrity** means that personal data should be accurate and suitable for the purpose for which it is processed.
- 7.3.3 **Availability** means that authorised users should be able to access the data if they need it for authorised purposes.
- 7.4 We follow strict security procedures in the storage and disclosure of your personal data, and to protect it against accidental loss, destruction or damage. The data you provide to us is protected using ISO27001 framework standards which includes Firewalls, encryption, anti-virus software and backup and disaster recovery systems.
- 7.5 We follow strict security procedures in the storage and disclosure of your personal data, and to protect it against accidental loss, destruction or damage.
- 7.6 Personal data provided for the purposes of participating in a scheme is stored on servers based in the Republic of Ireland. Email and backup data are hosted on servers within the European Economic Area (EEA).

8. HOW LONG WILL WE KEEP YOUR PERSONAL DATA?

- 8.1 Your personal data will be deleted when it is no longer reasonably required for the purposes described above or you withdraw your consent (where applicable) and we are not legally required or otherwise permitted to continue storing such data. A summary of record retention periods is provided below.

Record	Retention
Quality Assurance Audits	Current + 10 years
Administrative records	Current + 3 years
Scheme member indemnities	Current + 5 years

Quality Assurance Standards, Minutes of Certification Committee Meetings and Technical Advisory Committee Meetings.	Indefinitely
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8.2 Further details on how long we retain personal data are contained in our retention policy which you can request from us by contacting us.

8.3 It is necessary for processors to demonstrate to Bord Bia and produce sufficient evidence to partake in the scheme. The terms and conditions of the scheme necessitate the processing of personal data to Bord Bia. Bord Bia processes this personal data under the lawful basis of public task (Bord Bia Act 1994, as amended by the Bord Bia Amendment Act 2004). Photos sent directly via the QAS are stored using Bord Bia servers. In relation to employee confidentiality, where images which are retained for the purposes of evidence unnecessarily identifies employees, if this document/image is necessary to retain for the purposes of evidence unnecessary personal data will be redacted or cropped where applicable. In some cases, such as training records, employee data will be retained as evidence to verify that a specific individual received training.

9. WILL WE SHARE YOUR INFORMATION WITH ANYONE ELSE?

9.1 Your personal data may also be shared with the following third parties:

Third party	Reason for sharing data
Co-Ops/processors/Marketing Organisations	<p>With regard to the following schemes: SDAS, SEAS, PpQAS, SPpAS, HQAS, and SHAS third parties including Co-ops/Processors/Marketing Organisations, that act on your behalf, are provided with non-compliance reports in order to:</p> <ul style="list-style-type: none"> provide assistance in closing-out non-compliances using the Bord Bia QAS database <p>Or</p> <ul style="list-style-type: none"> Use the results of the audit for purposes agreed between you and the third party.
External Third Parties	<p>Independent contractors/service providers/third party consultants who assist with the certification process.</p> <p>Service providers acting as processors based in Ireland and the EEA who provide IT and system administration services.</p> <p>Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and</p>

	<p><i>insurers based in Ireland and the EEA who provide consultancy, banking, legal, insurance and accounting services to Bord Bia.</i></p> <p><i>Regulators and other authorities based Ireland and/or the EEA in circumstances where are required by law (or under the terms of the Scheme) to process your personal data.</i></p>
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- 9.2 Please note that the above list may be amended from time to time and this Privacy Statement will be amended to reflect these changes.
- 9.3 We require all third parties to have appropriate technical and operational security measures in place to protect your personal data, in line with Irish and EU laws on data protection. Any such company or individual will have access to personal information needed to perform these functions but may not use it for any other purpose.
- 9.4 We may pass on your details if we are under a duty to disclose or share a data subject's personal data in order to comply with any legal obligation.
- 9.5 We need to demonstrate accountability for our data protection obligations. This means that we must be able to show how we comply with the data protection rules, and that we have in fact complied with the rules. We do this, among other ways, by our written policies and procedures, by building data protection compliance into our systems and business rules, by internally monitoring our data protection compliance and keeping it under review, and by taking action if our employees or contractors fail to follow the rules. We also have certain obligations in relation to keeping records about our data processing.

10. YOUR DATA PROTECTION RIGHTS

- 10.1 Under certain circumstances, by law you have the right to:
- 10.1.1 **Request information** about whether we hold personal information about you, and, if so, what that information is and why we are holding/using it.
 - 10.1.2 **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
 - 10.1.3 **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
 - 10.1.4 **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no legal basis for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).

- 10.1.5 **Object to processing** of your personal information. You also have the right to object where we are processing your personal information for direct marketing purposes.
- 10.1.6 **Object to automated decision-making** including profiling, that is not to be subject of any automated decision-making by us using your personal information or profiling of you.
- 10.1.7 **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- 10.1.8 **Request transfer of your personal information** in an electronic and structured form to you or to another party (commonly known as a right to “**data portability**”). This enables you to take your data from us in an electronically useable format and to be able to transfer your data to another party in an electronically useable format.

11. REQUESTS BY DATA SUBJECTS TO EXERCISE THEIR RIGHTS

- 11.1 If you have any questions about this policy or about how your personal data is handled, please contact our DPO.
- 11.2 Data subjects must make a formal request for personal data we hold about them or otherwise to exercise their data protections rights whether to make an access request or otherwise by contacting our DPO.
- 11.3 Our DPO can be contacted as follows:-
 - 11.3.1 Phone +353 (1) 668 5155
 - 11.3.2 Email dpo@bordbia.ie
 - 11.3.3 Address: Data Protection Officer, 140 Pembroke Road, Dublin 4, Ireland D04 NV34, Ireland.
- 11.4 Note also that data subjects have the right to complain at any time to a data protection supervisory authority in relation to any issues related to our processing of their personal data. If you believe Bord Bia has processed your data incorrectly, we ask that you contact our DPO in the first instance, so that they can assist you in resolving your concern. However, if you do need to contact the data protection supervisory authority, you may do so through the following channels:
 - 11.4.1 Go to their website www.dataprotection.ie
 - 11.4.2 Phone on +353 57 8684800 or +353 (0)761 104 800
 - 11.4.3 Email info@dataprotection.ie
 - 11.4.4 Address: Data Protection Office - 21 Fitzwilliam Square Dublin 2. D02 RD28 Ireland.

12. CHANGES TO THE PRIVACY STATEMENT

- 12.1 Our Privacy Statement may change from time to time and any changes to the statement will be posted on this page.

