



MEA GDPR Policy Statement

The Milking Equipment Association (MEA) aims to always show transparency and fairness in the collection and use of data and to let individuals know for what purpose their data will be used.

1 We aim to make it clear to individuals who register for our services, events, websites or publication subscriptions for what purpose the information is held and that they can unsubscribe at any point.

2 Where people wish to unsubscribe, we will ask for specific information about which names and companies they wish to unsubscribe and for which services.

3 We will only hold data for a given period. If there has been no transaction, activity or contact with our organisation it will be deleted after a maximum of 7 years. This applies to all data including members, customers, staff, job candidates and any other information we hold on individuals.

4 Information held is confidential and will be used only for the purpose for which it is intended and for which permission has been granted. Information will never be disclosed to third parties other than employers of the individual or as required by law enforcement bodies. In the event of an emergency where evacuation of the building is necessary your information will be used for Health & Safety purposes.

5 We must be able to show where we obtained our data from and when it was obtained.

6 All registration forms must explain that due to the rules we need consent that our customers are happy to be contacted about directly relevant services or to be emailed a newsletter or to be contacted by email, post or phone. Individuals who register with us must be told that they can withdraw consent at any time.

7 Visitors to events will in addition be informed via a sign at the entrance and a notice in the show guide or programme that by allowing an exhibitor or sponsor to scan their badge or in any other way obtaining details they are giving consent for that exhibitor or sponsor to contact them about their services. They may at any time contact the exhibitor or sponsor to withdraw consent.

8 Individuals will at any time have the right to require information about the data being held and processed about themselves and the MEA must respond to such a request within a month.

9 We will only collect or process data where we believe there is a legitimate interest for the MEA and/or the individual whose data is involved or that individual's employer.

10 All staff are trained to understand their obligations.

The policy is under regular review and may be adapted pending legislative changes.