Privacy Policy

Protecting your personal information is extremely important to Sheriff Hutton Village Market.

The way we collect and share your information is equally important. The storage and management of information is done so privately and securely.

This policy tells you how we collect and process your personal information. Please take a few minutes to read it and show it to anyone else connected to the policy.

What is personal information?

When we talk about personal information, we mean information about an individual or business that can identify them, like their name, address, e-mail address, telephone number and financial details. It can relate to stallholders, business contacts, charities, café groups and suppliers. Any reference to “information” or “data” in this policy is a reference to personal information about a living individual.

What information do we hold?

We may collect and process the following personal information about you as per page 2:

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Type of data	Description	Examples of how we use it
Contact Details	• Who you are • Where you live • How to contact you • Business contact details	Send you forthcoming market dates Keep you updated with market news Place your business details and web link on the Sheriff Hutton Village Market website
Personal Details	• Financial/bank account information	This information is kept on record for the purpose of accepting payments made by stall holders Making payments to stall holders (if necessary) and to suppliers
Consent & preferences	• Photos • Web details	Shared on the Sheriff Hutton Village Market website and social media platforms for the public domain Used for marketing and advertising of the Sheriff Hutton Village Market
Documentary data & national identifiers	• Risk assessments • Insurance documents • Food hygiene documents	All data is kept on file to document due diligence and in accordance with our SHVM liability insurance.

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Where do we get our information from?

Information you give us directly (when you fill in forms or contact us by phone, e-mail etc).
Information we collect about you or receive from other sources. This could be information you provide to us electronically (through our website for example), information from a third party or from publicly available sources such as social media platforms.

How do we use your information?

To carry out our responsibilities resulting from any agreements you've entered into with us (e.g. booking a market stall or supplying the village market with goods or services) and to provide you with the information needed to become a stallholder. If you are a supplier, your information will be used for us to communicate with you regarding your provision of services or goods.

As a stallholder, you have the opportunity to opt out of allowing your business details to appear on the Sheriff Hutton Village Market website by letting us know of this in writing. The sole purpose of this is to provide the general public with information regarding your products and the ability to make contact with you.

How do we store your information?

Your data are stored in password protected documents/systems accessed via password protected computers. Hard copies are only retained as required for market administration or financial use or auditing and will then be discarded confidentially.

Your bank details are accessed by the Sheriff Hutton Village Market Finance and Booking Teams to administer the market

Using your information in accordance with data protection laws

To use your personal information, we ask stallholders for their consent at the time of booking a trade pitch at the market. We'll rely on the following conditions:

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Providing our services to you: We'll process your business information to carry out our responsibilities resulting from any agreements you've entered into with us in order for us to provide you with a market stall at Sheriff Hutton Village market

Complying with applicable laws: We may process your personal information to comply with any legal obligation we're subject to

Consent: By signing off the booking form you are giving consent to your business contact details and photos appearing on our website and via social media. Please advise us by email if you do not consent to this.

You may opt out of communication at any time by e-mailing the Sheriff Hutton Village Market mail@shvm.co.uk

Deleting your Personal Data

We will automatically delete your personal details after 2 years of your business inactivity regarding the Sheriff Hutton Village Market. Inactivity means that the stallholder has withdrawn their opportunity to remain as a trader at Sheriff Hutton Village Market. We may contact you to confirm this before carrying out the deletion of details.

How long do we keep your information for?

We'll keep your business contact information indefinitely for the purpose of the avoidance of duplicate future communication.

Who do we share your personal information with?

We'll only disclose your business contact information on our web page and on social media platforms where appropriate and with your consent, and for marketing & advertising purposes. All other personal information will remain secure. We will not disclose your personal information to third parties.

Unfortunately, sending information via e-mail is not completely secure; anything you send is done so at your own risk. Once received, we will secure your information in accordance with our security procedures and controls (see above “How we store your data)

Your rights

You have rights under data protection law that relate to the way we process your personal data. More information on these rights can be found on the Information Commissioner’s website.

1. The right to access the personal data that we hold about you.
2. The right to make us correct any inaccurate personal data we hold about you.
3. The right to make us erase any personal data we hold about you. This right will only apply (where for example):
   - we no longer need to use the personal data to achieve the purpose we collected it for
   - you withdraw your consent if we’re using your personal data based on that consent
   - where you object to the way we use your data, and there is no overriding legitimate interest
4. The right to restrict our processing of the personal data we hold about you. This right will only apply where for example:
   - you dispute the accuracy of the personal data we hold
   - where we no longer need to use the personal data to achieve the purpose, we collected it for, but you need the data for legal claims.
5. The right to object to our processing of personal data we hold about you
6. The right to withdraw your consent

Contacts and complaints

Our SHVM data controller is the Committee Chair. If you have any questions about this privacy policy or wish to exercise any of your rights, including changing your marketing preferences, please get in touch with us via mail@shvm.co.uk