

The Privacy of Your Personal Information and AHDB's Pig Health Scheme

The Pig Health Scheme is controlled by the Agriculture and Horticulture Development Board (AHDB). We take privacy and security of both your personal and commercial information very seriously. We will never sell your personal data to third parties and any sensitive business information collected during the scheme will be treated as 'commercial in confidence'. How we use your data collected by the Pig Health Scheme and take care of it is explained here.

Who are we and how to contact us?

The Agriculture and Horticulture Development Board (AHDB) is the levy board for dairy, beef and lamb, pork, potato, horticulture and cereals and oilseed sectors. If you have any questions or concerns as to how your data is being processed you can contact the Pork Health and Welfare team at PHS@ahdb.org.uk or via the Pork Processing Projects Manager on 0247 647 8977. Or alternatively, you can write to the Data Protection Officer (DPO), AHDB, Stoneleigh Park, Kenilworth, Warwickshire, CV8 2TL or at E: data.protection@ahdb.org.uk

What personal information we collect and why?

The Pig Health Scheme is a tool to screen English pigs at slaughter for prevalence and severity of specified health conditions, to help you and your vet to reduce the level of subclinical disease in your pig herd. By signing up to the Pig Health Scheme, we link your membership to the personal information stored under your Pig Hub login. Within Pig Hub, the personal information that we collect is your business trading name, farm name, first and surname, complete mailing address, email address, phone number, holding number and herd mark. The personal information that we will collect during abattoir assessments are your herd identification mark/slap mark and assurance number. We collect this information to link your Pig Health Scheme assessment data to your Pig Hub account in order to provide you with access to your reports on Pig Hub. Like most websites, Pig Hub uses 'cookies' to help us make the site and your user experience better. Cookies mean that a website will remember you. They are small text files that transfer to your computer/tablet/smartphone and make interacting with a website faster and easier.

How we will use your information

Your personal information is used to create an account in order for you to access Pig Hub. Once Veterinary assessments are completed in the abattoir, your slap mark is used to assign your Pig Health Scheme reports to your user account. These reports provide you with information about the disease level in your own herd. We also analyse your herd health data together with data from other participating Pig Health Scheme members to produce anonymised and aggregated national statistics for research, analysis and publication. These statistics do not include any personal information which could identify you and your farm business. However, you will be able to compare your own farm's disease level with the nationally based data. We will also use your personal information to contact you about blood archive work and to send you updates from AHDB on things like the latest research, disease alerts, news, and events that could help your business to become more competitive and sustainable.

The third parties that are involved

Your nominated vet practice and your selected abattoir have access to your full Pig Health Scheme data. AHDB uses an appointed data collector (Eville & Jones Commercial Services Limited), and a data analysis contractor for the scheme (SAC Commercial Limited), who have data access and who operate under contract to AHDB with appropriate confidentiality clauses. The intention is to

encourage sponsorship of the Pig Health Scheme, to help minimise the costs of running the scheme. Any such organisations will receive anonymised regional and national data. They will not have access to any personal information.

How we will keep you information safe

We ensure that there are appropriate technical controls in place to protect your personal information. Hard copy and online materials are kept secure with restricted and controlled access. Your personal information is stored in the UK by AHDB on our secure network and cloud environment. Our third party suppliers operate under contracts that cover how they manage personal information and comply with applicable UK Data Protection Legislation. We never sell your personal information to third parties and we will not release your personal information to any company outside of the AHDB for their mailing or marketing purposes.

Third country transfers

AHDB's own systems and storage are within the European Economic Area (EEA) and as part of Pig Health Scheme your personal data would not be transferred to any third country.

How long we will keep your personal information

Your Pig Health Scheme membership will remain active until you choose to unsubscribe by emailing your request to the Pork Health and Welfare team at PHS@ahdb.org.uk. Your historic Pig Health Scheme data will continue to be retained and used in anonymised and aggregated reports as part of the wider Pig Health Scheme statistical data set, for historical research purposes and continual disease/health trend monitoring, as permitted under the General Data Protection Regulations Article 5(1)(b). Neither you nor your farm business will be able to be identified from this. As a levy payer, your personal contact details will continue to be securely retained by AHDB in order for it to fulfil its public tasks as a levy board.

Your rights

By law you have certain rights over your personal data that we hold, such as the right to be informed about how we use your personal information, the right to ask us to correct any errors, the right to ask for a copy of the personal information we hold about you (a Subject Access Request) and the right to object to AHDB's processing. See the Information Commissioner's website for full guidance on your rights.

The AHDB Privacy Notice

The full AHDB Privacy Notice describing how AHDB uses your information and takes care of it can be found on the AHDB website at www.ahdb.org.uk/PrivacyNotice.