

Clitheroe Auction Mart Co Ltd

GDPR: Our Privacy Policy

Clitheroe Auction Mart Co is a limited company with offices at Ribblesdale Centre, Lincoln Way, Clitheroe, BB7 1QD

- We will not share, sell or distribute your Personal Data with any third parties, except where legal, regulatory or statutory obligations require us to do so, in the process of you offering livestock, deadstock, property or other chattels for auction with us.
- We will always abide by the Data Protection Act 1988 and the General Data Protection Regulation, and you may always contact us to find out precisely what information we hold about you.
- The details we hold for you, as a client or potential client, are your contact details, which can include name, address, telephone numbers(s), email address and all previous auction transactions including related email correspondence. For livestock customers we hold, holding numbers, herd/flock numbers, Farm Assurance registration. We do not store any financial information like credit card numbers on our database. If requested to do so we will hold your bank account details for automated (BACS) transfer of auction proceeds to your account. We will keep any general email correspondence, or auction transactions made with you for a period of seven years, and then delete them. If you do not trade with us after a period of seven years your details will be deleted from our database.

Newline Auction System (NAS) has access to our NAS system, and links to third parties for processing texts, emails and for registration of online bidders.

Pixel Junction has access to online registration completed via our website, registration forms will be deleted on a monthly basis.

DNA IT Solutions has access to PC's and the content thereon.

The above Companies all hold their own Privacy Policy, available to view on their own websites.

- For **existing customers**, we may contact you by phone/post/text/email, where we have obtained contact details in the course of a sale/purchase (or negotiations for a sale/purchase) of a product or service to you and we are marketing similar products or services. We may process data where processing is necessary for our/your **legitimate interests** or the legitimate interests of a third party, unless there is a good reason to protect the individual's personal data which overrides those legitimate interests. For **new customers**, providing you have given your **consent**, we may contact you occasionally by phone, email, text or by post to inform you of events, information and other updates we think will be of interest to you. If now or at any time in the future you decide that you do not wish to receive information from us and want to be removed from our standard mailing list, you make click the "unsubscribe" button of any marketing email; alternatively please email or telephone us and let us know.
- Our website may contain links to other sites. We are not responsible for the privacy practices or the content of such web sites.