

# Privacy Policy

This Privacy Policy explains how our organisation will use the personal data we collect from you when you use our service or through the application process.

The Equine Fitters Council/Directory  
Saddlers Hall  
40 Gutter Lane  
London EC2V 6BR

[office@equinefitterscouncil.org](mailto:office@equinefitterscouncil.org)

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## WHAT DATA DO WE COLLECT?

- Personal information such as name, address, email address, phone numbers, etc.
- Application information (qualifications, training, insurance, memberships)
- Financial information (subscription payment details)
- Newsletter category preferences
- We use Google Analytics software to collect information about how you use equinefitterscouncil.org to assess whether the site meets the needs of its users and to make improvements. This information is anonymised prior to processing.

## HOW DO WE COLLECT THE DATA?

You directly provide us with most of the data we collect. We collect data and process data when you:

- Apply online to be listed on the Directory of professional equine fitters working in saddles, bridles, bits, and harnesses.
- We need to communicate with you regarding your application, listing and/or changes in regulations, and you have agreed to that communication.
- You provide feedback on messages, information and services via email, social media, or message boards.
- You have signed up to a newsletter and wish to receive news.
- Use our contact form to submit a message
- Use our complaints form to submit a complaint
- You have voluntarily completed a survey or feedback form

## HOW WILL WE USE YOUR DATA?

The Equine Fitters Council/Directory will use your personal information to:

- Process your enquiry, application, newsletter sign-up, and/or complaint
- Contact you regarding your application, listing, complaint, or any other enquiries
- Send you the newsletter you have chosen to receive
- Tell you about important and relevant changes: how the Directory works; alerts relating to the equine industry; updated Equine Fitters Council and/or Directory regulations, standards or policies, or other related information.

The Equine Fitters Council will not share your personal information with a third-party without your prior consent.

Newsletters are issued and managed using Mailchimp services whose servers are in the United States of America. When you sign up to receive a newsletter you agree that for the duration you receive EFC newsletters your name and email address will be stored and used within this application. You can unsubscribe at any time as detailed in the footer of messages sent using Mailchimp, or by contacting the Equine Fitters Council and asking to be removed. You can read more about the privacy and security policies of Mailchimp and its parent company, Intuit, here: [Mailchimp Privacy FAQs | Mailchimp](#)

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- (a) Your consent.

*You can remove your consent at any time by contacting [office@equinefitterscouncil.org](mailto:office@equinefitterscouncil.org)*

- (a) We have a contractual obligation.
- (b) We have a legal obligation.
- (c) We have a vital interest.
- (d) We need it to perform a public task.
- (e) We have a legitimate interest.

## HOW DO WE STORE YOUR DATA?

The information received by us is stored securely on a secure server.

We will only retain your personal information for as long as necessary to fulfil the purpose it was collected for, including for the purposes of satisfying legal, accounting, or reporting requirements. In some circumstances we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you.

We will securely destroy your personal information in accordance with applicable laws and regulations.

## WHAT ARE YOUR DATA PROTECTION RIGHTS?

Under data protection law, you have rights including:

**Your right of access** – to ask us for copies of your personal information.

**Your right to rectification** – to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** – to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** – to ask us to restrict the processing of your information in certain circumstances.

**Your right to object to processing** – to object to the processing of your personal data in certain circumstances.

**Your right to data portability** – to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay for any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you would like to exercise any of these rights, please contact us:

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[office@equinefitterscouncil.org](mailto:office@equinefitterscouncil.org)

## WHAT ARE COOKIES?

Cookies are files with a small amount of data placed on your computer, which may include an anonymous unique listee identifier. Cookies are sent to your browser and are stored on your computer hard drive.

## HOW DO WE USE COOKIES?

We use cookies in a range of ways to improve your experience on our website including:

- Keeping you signed into the Equine Fitters Directory.
- Understanding how you use our website and Equine Fitters Directory.
- Process your application and payment

## HOW TO MANAGE YOUR COOKIES

You can instruct your browser not to accept cookies. However, in a few cases, some of our website features may not function as a result.

The website – [allaboutcookies.org](http://allaboutcookies.org) – tells you how to remove cookies from your browser and provides additional information.

## PRIVACY POLICIES OF OTHER WEBSITES

The Equine Fitters Council/Directory website contains links to other relevant equine websites including The Worshipful Companies of the Saddlers and Loriners. Our privacy policy applies only to our website, so if you click on to another website, please ensure you read their privacy policy. We cannot be held liable for any damages or implications caused by visiting other links.

## CHANGES TO OUR PRIVACY POLICY

The Equine Fitters Council/Directory keeps its privacy policy under regular review and the current version is made available on the website. This privacy policy was last updated in February 2023

## HOW TO CONTACT US

If you have any questions about the Equine Fitters Council/Directory website Privacy Policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

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## HOW TO CONTACT THE APPROPRIATE AUTHORITIES

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO address is:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113