

Who we are?

The DIVERSify Designing InnoVative plant teams for Ecosystem Resilience and agricultural Sustainability project (“the Project”) is operated by a consortium of research, research transfer and technology organisations. A list of each organisation within the consortium is listed below (“we”, “us” or “our”). When taking part in the Project as a participating farmer, we will require to collect and process certain personal data about you. In most cases this will be collected by the ‘buddy’ organisation which we assigned to you. Your ‘buddy’ organisation will be one of the party’s from the consortium and in your case is **[insert name – to be completed with each buddy relevant to each farmer]**.

The buddy organisation will share your personal data as appropriate for the Project to organisations within the consortium strictly for the purposes of the Project as outlined in this privacy notice. The buddy organisation and each organisation within the consortium who has access to or influences the manner and/or means in which we process your personal data, will be deemed a joint data controller for the purposes of this Privacy Notice.

If you have any concerns about our processing of your personal data or you have a general enquiry in relation to data protection please direct enquiries to Data Protection Officer at DPO@hutton.ac.uk or by telephone 01382 346814.

Who is in the Project Consortium?

Party	Location
Stockbridge Technology Centre	UK
The James Hutton Institute	UK
Sveriges Lantbruksuniversitet, Uppsala	Sweden
Okologisk Landsforening	Denmark
Landbrug & Fodevarer SEGES	Denmark
Instituto de Tecnologia Química e Biológica António Xavier, Universidade Nova de Lisboa	Portugal
Fertiprado Sementes e Nutrientes LDA	Portugal
Universita Politecnica delle Marche	Italy
International Centre for Agricultural Research in the Dry Areas	Lebanon, Morocco
Agencia Estatal Consejo Superior Investigaciones Cientificas, Cordoba	Spain
Agro-Know IKE	Greece
Canaan Centre for Organic Research and Extension	Palestine

Association Groupe École Supérieure D'Agriculture D'Angers	France
Kenya Forestry Research Institute	Kenya
Københavns Universitet	Denmark
Lantmannen Ekonomisk Forening	Sweden
Linking Environment and Farming	UK
The Organic Research Centre	UK
Saatzucht Gleisdorf GMBH	Austria
Taskcape Associates Limited	UK
Universidad Politecnica de Madrid	Spain
Swiss Federal Institute of Technology ETHZ	Switzerland
Westfälische Wilhelms-Universität Münster	Germany

What is personal data?

Personal Data: means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Special Category of Data: means personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.

When we use the term 'personal data' we mean both personal data and special category of data.

What personal data are we processing?

We may process the following types of personal data about you including your name, role, contact details e.g. your phone number, email or address, farm/land address, photographs, film or other recording, socioeconomic data.

Where did you obtain my personal data from?

We obtained this personal data via your participation in the DIVERSify Project.

For what purpose will my personal data be processed?

Your personal data will be processed for the Project, which you have agreed to take part in. This will involve storage of your personal data on your buddy's secure computer servers as well as sharing data securely with other project partners who will analyse combined datasets . Part of the funding requirements of this project is that we disseminate and exploit the result of our Project. In doing so, this may involve processing your personal data. While our results will not identify you, we may use recordings of interviews with you on our project website and video platform, project social media accounts (Twitter, FaceBook, Flickr, Instagram), project material presented at conferences, workshops, meetings, Farmdays and other events, technical guides and policy briefs (as case studies), and in any other dissemination material that is produced as a direct output of the project. Please note we will not disclose any information of a confidential information that you provide to us.

Our legal basis for this processing is that it is necessary to perform a task (i.e. the DIVERSify Project which requires engagement with farmers) in the public interest (DIVERSify Project is publicly funded and it is hoped that its outcomes will be to the benefit of society).

We may also process your personal data to send you our newsletter or to keep in touch with you about similar future projects provided you consent to us doing so.

Will my personal data be shared with any other organisation/third parties and if so, why?

The consortium will not share your personal data with any other organisation or third parties without seeking your prior explicit consent.

Exceptions to this would be where:

- We are required to share your personal data in accordance with law or any regulatory requirement to which we are subject;
- any of the partners in the consortium is undergoing a corporate restructure;
- Where we use third party suppliers to assist us to deliver the Project. This would include third party suppliers that one of our consortium, Sveriges Lantbruksuniversitet Uppsala uses to disseminate communication on their behalf. Whenever we use third party suppliers, we ensure appropriate contracts are in place reflective of GDPR and the Data Protection Act 2018 and that they adopt appropriate organisational and security measures to keep your personal data safe.

Will my personal data be shared outside of the EEA?

Your personal data will be stored in the EEA. An exception to this would be where we disseminate any recordings of you online on our website or social media accounts which would mean your personal data will be accessible outside of the EEA. We will only do this where we reasonably believe that the publication of the material would be in the public interest i.e. it is important for the successful outcomes of the Project.

Is my personal data safe?

Your buddy and us work hard to protect your personal data and have adopted appropriate technical and organisational measures to keep it safe from unauthorised disclosure, alteration or destruction. We will also ensure that:

- Everyone managing and handling personal information understands that they are responsible for following good data protection practice;
- Staff who handle personal information are appropriately supervised and trained;
- queries about handling personal information are promptly and courteously dealt with;
- Any disclosure of personal data will be in compliance with approved procedures and will be anonymised in project outputs unless explicitly agreed beforehand;
- We take all necessary steps to ensure that personal data is kept secure at all times against unauthorised or unlawful loss or disclosure.

How to stop us using my personal data for marketing purposes?

If you no longer wish us to use your personal data for marketing purposes please e-mail your buddy organisation or our project using diversify@hutton.ac.uk.

How long will my personal data be retained?

We will keep your personal data for research purposes for an indefinite period of time, however we will always do so in accordance with Art 89(1) of GDPR which specifies that we must ensure appropriate safeguards are in place to protect your rights and freedoms.

Is my personal data used to make any automated decisions about me or is my personal data used to profile me?

No

What are my rights in relation to the personal data held about me?

We have summarised your rights below. Please note not all of these rights are absolute and your ability to exercise these will depend on the facts and

circumstances at that time. Please contact Data Protection Officer at DPO@hutton.ac.uk to exercise these:

- If we are relying on your consent e.g. marketing, you can withdraw your consent at any time, at which point we shall stop processing your personal data in that way. Please note this does not affect the legality of our processing up to the date of your withdrawal of consent;
- You can seek to restrict our processing of your personal data, e.g. if you want us to establish its accuracy or the reason for processing it;
- You can ask us to rectify any personal data we hold about you that is inaccurate or incomplete;
- You have the right to object to our processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about the particular situation which makes you want to object to processing on this ground;
- You have the right to lodge a complaint with the Information Commissioners Office (ICO) if you think that we have infringed your rights. You can find more information about reporting a matter to the ICO at the following link: <https://ico.org.uk/>;
- You have the right to access personal data held by us about you and ask for a copy of this;
- In certain circumstances you have the right to ask us to provide you with your personal data in a structured, commonly used and machine-readable format to allow you (or us on your behalf) to transmit this information to another party. More information can be found at <https://ico.org.uk>;
- In certain circumstances you have the right to ask us to erase the personal data we hold about you. Such circumstances include (a) where we no longer need your personal data for the purposes set out above; (b) if you withdraw your consent to our processing; (c) if you object to our processing based on our legitimate interest and we have no overriding legitimate grounds to continue processing your personal data; (d) if we process the data unlawfully; or (e) where the personal data has to be erased to comply with legal obligation to which we are subject. We will consider any such request in line with GDPR and the Data Protection Act 2018.

What we need from you.

It is important to us that the personal data we hold about you is accurate and up to date. Please keep us informed if any of your personal data that you know we hold changes or is inaccurate.

Changes To Privacy Notice

Any changes we may make to our privacy notice in the future will be communicated to you in some manner.