



DATA PROTECTION POLICY

This policy sets out the reasons why East Midlands in Bloom keeps personal data, how it is stored and how we use it.

Under General Data Protection Regulations (GDPR) legislation East Midlands in Bloom (EMiB) is the Controller of information held.

To allow East Midlands in Bloom to function there is a legitimate operational reason for us to hold the data that has been collected to run the East Midlands in Bloom competition and It's Your Neighbourhood (IYN) assessing.

1) DATA COLLECTION AND STORAGE

1. Personal data is only to be collected and recorded for the running of the EMiB organisation and its associated activities. Personal data provided by a Judge, Management, Committee, Bloom or IYN group is deemed to have the individuals consent to be stored and used by EMiB.

2. The data collected shall be no more than the minimum required to achieve our aims.

3. Data may be received in paper or electronic form and is recorded in an electronic format which is password protected.

4. Electronic data shall be protected by use of passwords and secure forms of sharing between authorised elected officers / management committee members.

5. All reasonable precautions will be taken to safeguard data

6. Data will not be stored by the Management Committee for longer than 3 years unless required for historic records eg previous winners of floral display competitions, minutes of meetings.

7. Judges will agree to delete any personal records they hold after 1 year, or on resignation as a judge.

8. IYN and Bloom entrants will agree to delete any personal records of judges or assessors they hold after 1 year.

9. IYN and Bloom entrants will agree to correspond with East Midlands in Bloom through the elected Management committee for all matters not related to the judging or assessing process.

2) USE OF DATA

1. Unless specifically agreed to, and only for identified projects, we may need to share some information with the RHS for bloom related activities. We do not share data with any other outside party.
2. Data is used for communication restricted to the use for which it is given.
3. Communication may be written, electronic or verbal (by phone).
4. When data is used in publicity or promotional activities the minimal amount of information will be included.

3) CONSENT

1. Individual consent must be given before data is used for identified purposes. Personal data provided by a bloom or IYN group is deemed to have the individuals consent to be stored and used by EMiB
2. Anyone registered with us can opt out of all or part of our communications.

Dated 21 May 2018

Reviewed April 2025

Examples of how and when EMiB may use data: (with reference to the policy points)

1.1

EMiB needs to collect data to be able to organise and run EMiB activities. Activities can include: notification of the competition, the presentation of awards, Seminar, committee meetings, Annual General Meeting, and other events associated with the competition.

1.2

Data is restricted to name and contact information (address, phone and email) apart from children's entries, which are broken down into appropriate age groups, when age (but not date of birth) is requested.

2.1

Entrants contact information is shared with the judges to enable judging to take place and between judges as judging can take place in teams.

2.2

Communication will only be relevant to and regarding the specific activity for which that data has been collected and will include e-mail, letter and newsletter and telephone correspondence to entrants.

2.4

Category results and reports are published, these may include names but no further information. In instances when photographs are taken of prize or award-winning individuals or groups, names will not be attributed, and an opportunity will be made to opt out of this irrespective of other consent given. If individuals are photographed, they will be specifically asked for their permission to use their name.

3.1

Consent may be electronic or written but must be identifiable to the person.