

## Privacy & Data Protection Statement

*Last updated: 09.01.2026*

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### 1. Who We Are

This Privacy & Data Protection Statement explains how **the National Ploughing Association of Ireland** (referred to as “we”, “us”, “NPA”, “Ploughing”, “Ploughing Championships”, “NPC” or “the Organisation”) collects, uses and protects personal data in accordance with the General Data Protection Regulation (EU) 2016/679 (“GDPR”) and Irish data protection law. We are committed to processing personal data in line with the principles of lawfulness, fairness, transparency, data minimisation and security.

#### **Organisation details:**

Legal name: **The National Ploughing Association of Ireland CLG**

Address: **Fallaghmore, Athy, Co. Kildare R14 NY09**

Email: [info@npa.ie](mailto:info@npa.ie)

Telephone: **059 86 25125**

We are the **Data Controller** in respect of personal data processed for the purposes outlined in this Policy.

Our website, systems and events are intended for use by persons aged 18 years and over, unless otherwise stated (for example, junior competition entries submitted with appropriate parental or guardian consent).

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### 2. Our Events & Management Systems

We use secure, cloud-based event and show management and ticketing systems to administer exhibitor and trade applications, sponsorships, ticketing, payments and related event operations.

Personal data submitted through these systems is processed on our behalf by carefully selected service providers acting under written contracts and confidentiality obligations. While some processing activities are carried out by third parties, **we retain overall responsibility as Data Controller**.

Where users choose to participate in multiple events or services using the same account, relevant profile information may be reused to avoid duplicate data entry. This only occurs where the user actively chooses to engage with those services.

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### 3. Scope of This Policy

This Privacy Policy applies to: - Visitors to our website - Account holders and registered users - Competitors, exhibitors, sponsors and traders - Attendees, contractors and volunteers - Individuals who contact or correspond with us

By using our website, systems or attending our event, you acknowledge that your personal data will be processed in accordance with this Policy.

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#### 4. Personal Data We Collect

Depending on how you interact with us, we may collect and process the following categories of personal data:

- **Identity & Contact Data:** name, postal address, email address, telephone number
- **Account & Profile Data:** usernames, encrypted passwords, registration details
- **Competition & Exhibitor Data:** animal details, tag or microchip numbers, ownership or keeper information, exhibitor business details, product information
- **Financial Data:** bank account details
- **Technical Data:** IP address, browser type, operating system, cookies and usage analytics
- **Communications:** correspondence, enquiries, feedback and complaints

We only collect data that is relevant, proportionate and necessary for the operation of our event and services.

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#### 5. How We Use Your Personal Data

We use personal data for the following purposes:

- Creating and managing user accounts
  - Processing exhibitor bookings and sponsorships
  - Administering payments, refunds and prize money
  - Communicating essential event information and responding to enquiries
  - Ensuring the safety, security and integrity of the event
  - Meeting legal, regulatory, insurance and governance obligations
  - Improving our services, systems and event experience
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#### 6. Special Category & Sensitive Data

In limited circumstances, we may process special category data where strictly necessary, including:

- Financial information required for payments
- Incident-related information arising from accidents or injuries on-site

Such data is processed with enhanced safeguards, shared only where legally required, and retained only for as long as necessary to meet legal or insurance obligations.

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#### 7. Medical & First Aid Services

Medical and first aid services at the event are provided by independent third-party medical providers.

Any medical or health information recorded during treatment is maintained by the medical provider in accordance with their own professional, legal and regulatory obligations. We do **not** hold detailed medical records.

We may receive **high-level, non-clinical summaries** of incidents where necessary for insurance reporting, health and safety obligations or legal compliance.

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## 8. CCTV & Event Security

CCTV and other security measures may be in operation at the event for the purposes of public safety, crime prevention, crowd management and incident investigation.

CCTV systems may be operated by appointed third-party security contractors acting under our instructions. Access to footage is strictly controlled and retention periods are limited in line with legal and operational requirements.

CCTV footage may be disclosed to An Garda Síochána or other competent authorities where required by law.

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## 9. Children's Data & Event Photography

Our events are family-friendly and may be attended by children under the age of 16.

Photographs and video footage may be captured at the event for promotional, media and archival purposes. This may include general crowd scenes where children are present. Clear signage is displayed on-site to notify attendees that photography and filming are taking place.

Where children are featured incidentally as part of crowd or public-interest images, processing is carried out on the basis of **legitimate interests**, taking into account the nature of the event and reasonable expectations of attendees.

Where a child is the **primary subject** of an image or video used for promotional purposes (for example, posed photographs or close-up features), we will seek the consent of a parent or legal guardian where appropriate.

If a parent or guardian has concerns about the use of an image involving a child, they may contact us and we will review and, where appropriate, remove the image as soon as reasonably practicable.

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## 10. Ploughing Competitors & Competition Entries

Ploughing and competition entries require the processing of specific personal data in order to administer competitions fairly, safely and in accordance with governing rules.

Personal data processed for competition purposes may include:

- Competitor name and contact details
- Age or date of birth (where relevant to class eligibility)
- Competition class and entry information
- Results, awards and rankings

- Images or footage taken during competitions

Where competitions involve animals or machinery, additional information may be processed to ensure compliance with safety, insurance and regulatory requirements.

Competition data may be:

- Displayed publicly (for example, catalogues, results boards, websites or announcements)
- Shared with judges, stewards and competition officials
- Retained for historical, record-keeping and governance purposes

The lawful basis for processing competition data is **contractual necessity**, **legal obligation**, and **legitimate interests**, depending on the nature of the competition.

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## 11. Event Staff, Volunteers & Officials

We process personal data relating to individuals who assist in the operation of the event, including volunteers, stewards, ticketing staff, traffic and road management personnel, supervisors, judges, marshals and other helpers.

Personal data processed for these purposes may include name, contact details, role assignment, availability, accreditation information and, where necessary, training or compliance records.

This data is used solely for the purposes of event planning, accreditation, health and safety management, communication, and operational coordination.

The lawful basis for processing this data is **legitimate interests**, **contractual necessity** (where applicable), and **legal obligation** in relation to health, safety and insurance requirements.

Personal data relating to event staff and volunteers is shared only with relevant supervisors, contractors or authorities where necessary and is retained only for as long as required for operational, legal or insurance purposes.

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## 12. Legal Basis for Processing

We process personal data under one or more of the following legal bases:

- **Contractual necessity:** to provide services requested by you
  - **Legal obligation:** to comply with applicable laws, regulations and statutory requirements
  - **Legitimate interests:** to operate, manage and improve our organisation and events, provided those interests are not overridden by your rights
  - **Consent:** where you have explicitly opted in (for example, marketing communications)
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## 13. Marketing & Communications

Where you have consented, we may contact you with information about events, services, offers or updates that may be of interest to you.

You can withdraw consent or opt out of marketing communications at any time by using the unsubscribe link in our emails or by contacting us directly.

Please note that essential service or event-related communications may still be sent where necessary.

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#### **14. Cookies & Website Analytics**

Our website uses cookies to enable core functionality, enhance user experience and analyse website usage.

You can manage or disable cookies through your browser settings. Blocking cookies may affect certain features of the website.

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#### **15. Data Sharing & Third-Party Service Providers**

We may share personal data with trusted third-party service providers where necessary, including:

- IT and system providers
- Security and stewarding contractors
- Medical and first aid providers
- Payment processors
- Insurance providers
- Regulatory or government bodies where legally required

All third parties are required to process personal data securely and in accordance with data protection law and contractual safeguards.

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#### **16. International Data Transfers**

Personal data is processed and stored within the European Economic Area (EEA). Where data is transferred outside the EEA, appropriate safeguards will be implemented in accordance with GDPR.

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#### **17. Data Retention**

We retain personal data only for as long as necessary for the purposes for which it was collected, including:

- While an account remains active
- To meet legal, regulatory, insurance or governance obligations

When personal data is no longer required, it is securely deleted or anonymised.

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## 18. Your Data Protection Rights

Under GDPR, you have the right to:

- Access your personal data
- Rectify inaccurate or incomplete data
- Request erasure (where legally permitted)
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent at any time

Requests may be made by contacting us using the details below. We will respond within statutory timeframes.

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## 19. Security of Your Data

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse or disclosure. While no system is completely secure, we take all reasonable steps to safeguard your information.

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## 20. External Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites, and we encourage users to review third-party privacy policies separately.

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## 21. Changes to This Policy

We may update this Privacy & Data Protection Statement from time to time. Any changes will be published on our website and will take effect immediately upon posting.

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## 22. Contact Us

If you have any questions about this Policy or wish to exercise your data protection rights, please contact:

**Data Protection Contact:** Anna Marie McHugh – Assistant Managing Director

Email: [info@npa.ie](mailto:info@npa.ie)

Postal Address: **Fallaghmore, Athy, Co.Kildare**

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*This Privacy & Data Protection Statement is provided for transparency and accountability and should be reviewed periodically to ensure ongoing compliance.*