



Use of Customer Personal Information by Bishop Burton College in connection with Equine Therapy Services

What personal information may the College collect about you?

1. Where you place an order for (or otherwise contact us in relation to) any of our equine therapy services, we may collect the following personal information from you:
 - a) your name, email address, telephone number and postal address;
 - b) your horse's details, including name, age, breed, any conditions, horse passport, loan or sub-loan contract details, behaviour details and reason for treatment;
 - c) the name, postal address, email address and telephone number of your veterinary surgeon;
 - d) (only where you place an order) your payment details, including banking information and billing address for the purpose of taking payment or issuing any refunds due to you; and
 - e) records of correspondence, enquiries and any complaints involving you.

How may the College use your personal information?

2. The personal information listed in section 1 above may be used by us for the performance of any contract between us for equine therapy services. Such information may also be used by us where necessary in our legitimate interests for any of the following purposes (so long as our interests do not override your own interests):
 - a) monitoring your compliance with the terms of any such contract for equine therapy services;
 - b) verifying your ownership or other rights in relation to any horse;
 - c) obtaining a vet consent form (for rehabilitation services or in the event of emergency); and
 - d) in order that we can appropriately manage your relationship with us, reply to your correspondence and for training and quality control purposes.
3. Where you are paying by card or by any other approved payment method, you will be redirected to the website of our relevant payment services provider. We do not store any card details on our servers. After the payment has been completed you will be redirected back to our website. Please note that our chosen payment service provider may collect personal information from you which will be used in accordance with their own privacy policy (which you should read). More information regarding our chosen payment service providers can be accessed via the relevant payment service provider's website. We are not liable for the practices of any payment service provider in respect of your personal information.
4. Where you have given us your relevant consent we may also:

- a) use your contact information to share general information and updates with you about equine events taking place at Bishop Burton College, Riseholme College and any other site operated by Bishop Burton College; and/or
 - b) use and publish for our marketing purposes (including on social media) images and video footage of equine therapy sessions attended by you and your horse.
5. You may withdraw any consent referred to in section 4 above by contacting us at equinetherapy@bishopburton.ac.uk or at Bishop Burton College, York Road, Bishop Burton, Beverley, East Yorkshire, HU17 8QG. You can also withdraw your consent to receiving general information and updates from us by clicking on the appropriate link in the footer of any of our related emails. Any such withdrawal of consent will not affect the lawfulness of our processing based on your consent before you withdrew it.
6. In limited circumstances, we may approach you for your consent to allow us to process certain personal information for purposes not referred to in this document. If we do so, we will provide you with full details of the information we would like and the reason we need it, so that you can carefully consider whether you wish to consent. You should be aware that it is not a condition of any contract with us that you agree to any such request for consent from us. If you do provide us with consent, you will be able to withdraw it at any time via the method that we notify you of when obtaining your consent. Any such withdrawal will not affect the lawfulness of our processing of your personal information for the relevant purpose(s) before you withdrew consent.

In what circumstances (and to whom) may the College disclose your information?

7. We may disclose your information:
- a) to any third parties who are directly involved in dealing with any request, enquiry, order, complaint or other correspondence submitted by you to us or in the performance of any equine therapy services;
 - b) to any other professionals involved in the treatment of your horse, including your veterinary surgeon (where applicable);
 - c) to any students who are (with your consent) in attendance at any of your equine therapy sessions (provided that any such information shall be limited to only information relating to your horse which is relevant to the relevant student's course. None of your contact details or payment details will be shared with any student); and
 - d) where we have stated or informed you otherwise (e.g. in our terms for the supply of equine therapy services, in our privacy notice referred to in section 9 below, or on our website).
8. Please note that in addition, anonymised data relating to equine therapy services performed by us may be shared with Bishop Burton College staff and students (including students at our Riseholme College sites) and select higher education providers for research purposes. This data will be anonymised in advance of being so shared and will not link back to (or be capable of identifying) individual customers or horses.

Further details of how Bishop Burton College uses personal information

9. Further details of how the College will use your personal information (including information regarding your related legal rights) are set out in our Privacy and Cookies Notice accessible via the following link: <https://www.bishopburton.ac.uk/privacy-and-cookies>.