

Dairy Direct Sales Return 2022

1 April 2021 and 31 March 2022.



Due date: 14 May 2022

Payment due: On Invoice (immediate)

Are the above details correct?

If no, please complete the section below.

Registered business name

Trading name

Address line 1

Address line 2

Address line 3

Town

County

Postcode

Main contact details

Title First name Surname

Job title

Email address

Phone number

Mobile number

We take the privacy and security of your personal data very seriously. Our purpose for collecting the information required on this Dairy Levy Return based on Direct sales is to enable AHDB to fulfil our statutory functions including levy collection and verification. We will supplement this with data from the public domain and third parties, if required, for regulatory or animal/plant health purposes, we will share your data with government departments and/or agencies (or their appointed agents) to enable them to assess risk and to contact you. As part of our statutory functions, we will also use your data to enable AHDB to carry out research and to contact you about how your levy is being spent and ways in which you can engage and benefit. We will do profiling to understand how we can ensure our communications are more relevant and timely. We will also produce aggregated and anonymised reports to enable the industry to make better trading and business planning decisions. We will never sell your personal data to third parties, and the sensitive business information you provide will be treated as 'commercial in confidence'. For information on your data rights and for further detail on how we use and protect your data and how you can contact us, please read the privacy notice on the reverse of this form.

Statutory requirement

The Agriculture and Horticulture Development Board Order 2008 requires direct sellers of milk to notify the Board of the amount of milk products or packaged milk produced on their holding in the previous year. **Under the Order, failure to do so is an offence.** Complete the return below by the 14th May 2022 using the enclosed reply paid envelope. If you do not do so, the Board may estimate the amount that should have been notified and you may become liable to pay Levy on that estimate. **Providing false or misleading information is an offence.**

A direct seller of milk must pay a levy, and "direct seller" means a producer who sells milk products or packaged milk if the milk was produced on his own holding

Directly sold milk produced on my holding (1 April 2021 – 31 March 2022) litres

If you are no longer a direct seller of milk, please tick here.

Declaration

Name

Signature

Date

Position

By signing, you agree it is an offence under the Agriculture and Horticulture Development Board Order 2008 to knowingly provide false or misleading information in this return. By signing, you confirm these figures are accurate to the best of your knowledge.

For AHDB use only

Privacy - your personal information and AHDB

At the Agriculture and Horticulture Development Board (AHDB) we take the privacy and security of your personal information very seriously. We will never sell your data to third parties and we will treat the sensitive business information you provide as 'commercial in confidence'. How we use your information and take care of it is explained here.

Who we are and how to contact us

Your information will be held by AHDB, we are a statutory UK levy board and you can find out more about us at www.ahdb.org.uk

If you have a query, you can contact the levy team:
E: levy@ahdb.org.uk
T: 02476 978378

Alternatively, you can write to:
Data Protection Officer (DPO), AHDB, Stoneleigh Park,
Kenilworth, Warwickshire CV8 2TL
E: data.protection@ahdb.org.uk

What personal data we collect and why

The personal information we collect will be your title, first name, surname, complete mailing address, telephone number, mobile number and email address to enable AHDB to fulfil the statutory functions given to us by Parliament. As such, our lawful basis for processing your information is called 'public task'.

How we will use your data

We will use your personal information for levy collection and verification purposes, and to enable AHDB to carry out research on behalf of the industry, to invite you to participate in research and to contact you about how your levy is being spent and ways in which you can engage with and benefit from the knowledge exchange programme.

We will do profiling to help us to understand how we can make our information and services more relevant and timely. We will supplement the information you provide with data from the public domain, third parties, satellite and other field scanning technologies, to help combat levy avoidance and to assist with profiling.

We will also produce aggregated and anonymised reports to enable the industry to make better trading and business planning decisions.

How we will keep your information safe

We will ensure there are appropriate technical controls in place to protect your personal information. For example, we use encryption and we store data within AHDB's secure network and cloud environment. Both of these are independently audited.

Where we use third-party suppliers or partners to collect or process personal information, we put a contract or data sharing agreement in place that sets out our expectations and requirements, especially regarding how they manage the personal data and fully comply with all applicable UK Data Protection legislation.

What third parties will be involved

At times, AHDB uses reputable third-party suppliers to help process requests and provide you with information. For example, sending you the latest factsheets on research results. AHDB requires all such third parties to treat your

personal information as fully confidential.

We will never sell your personal information to third parties and we will not release your personal information to any company outside of AHDB for their mailing or marketing purposes.

If required, for regulatory or animal/plant health purposes, we will share your information with the Health & Safety Executive (HSE), Animal & Plant Health Agency (APHA), Food Standards Agency (FSA), the Rural Payments Agency (RPA), the Environment Agency, the Department for Environment, Food and Rural Affairs (Defra) or its equivalents in the devolved administrations or their appointed agents to enable them to assess risk and to contact you.

Third-country transfers

AHDB's own systems and storage are within the European Economic Area (EEA). Some of our suppliers or partners process personal information on our behalf outside the EEA, where a recognised data security protocol is in place between the EU/UK and the third country (eg the EU-US Privacy Shield). A contract or data sharing agreement is always put in place, setting out our requirements regarding the handling of personal information.

How long we will keep your data

We will retain your personal information for no longer than necessary for the purpose it was obtained, unless a longer retention period is required or permitted by law.

Your Rights

By law you have certain rights over your personal data that we hold – see www.ico.org.uk for guidance on your rights. You have the right to ask us to correct any errors, the right to ask for a copy of the personal data we hold about you, and the right to object (based on your specific situation) to AHDB's processing or profiling for a public task. To enquire about exercising any of these rights, please contact the Data Protection Officer using the details given at the top of this section. We may need to verify your identity before implementing your request.

The AHDB Privacy Notice

The full AHDB Privacy Notice can be found on our website at www.ahdb.org.uk/PrivacyNotice