

AFBI Privacy Notice – Sensory Evaluation Unit

Data Controller Name: AFBI Address: 18a Newforge Lane Telephone: 028 9025 5636 Email: info@afbini.gov.uk	Data Protection Officer Name: Glenn Montgomery Telephone: 028 9025 5494 Email: info.gov@afbini.gov.uk
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Why are you processing my personal information?

The Sensory Evaluation Unit of AFBI's Food Research Branch gathers information from you during your participation in our food sensory tests. Analysis of the results obtained enable future product development and a greater understanding of consumer attitudes, awareness and choices.

We have the authority to process your personal information related to these food trials for the completion of our [public task function](#)¹ of undertaking scientific work as legislated under the Agriculture (Northern Ireland) Order 2004.

What categories of personal data are you processing?

We may ask for personal information such as your name, address, phone number, email address, postcode, gender, job category, age (in a range), household income (in a range) and your opinions on a range of food types and purchasing behaviours.

Where do you get my personal data from?

We gather the personal data directly from you.

Do you share my personal data with anyone else?

No, we will not share your personal data with anyone outside of AFBI.

Do you transfer my personal data to other countries?

No, we will not transfer your data outside of the United Kingdom.

How long do you keep my personal data?

We will only retain your data for as long as necessary to fulfil the purpose for which it was gathered; however, under Schedule 2, Part 6, of the UK Data Protection Act 2018, we may hold your responses to the food sensory evaluations indefinitely for future scientific research or statistical purposes. If this is the case, we will ensure that the appropriate technical and organisational measures are in place to safeguard your data where necessary and respect the principle of data minimisation. We shall not publish any results in a manner where you may be identified.

What rights do I have?

- You have the right to obtain confirmation that your data is being [processed, and access to your personal data](#)
- You are entitled to have personal data [rectified if it is inaccurate or incomplete](#)

¹ <https://www.afbini.gov.uk/publications/afbi-public-task-statement>

- You have a right to have personal data erased and to prevent processing, [in specific circumstances](#)
- You have the right to 'block' or suppress processing of personal data, [in specific circumstances](#)
- You have the right to data portability, [in specific circumstances](#)
- You have the right to object to the processing, [in specific circumstances](#)
- You have rights in relation to [automated decision making and profiling](#)

How do I complain if I am not happy?

If you are unhappy with any aspect of this privacy notice, or how your personal information is being processed, please contact AFBI's Data Protection Officer at:

AFBI HQ, 18a Newforge Lane, Belfast, BT9 5PX; info.gov@afbini.gov.uk

If you are still not happy, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Tel: 0303 123 1113

Email: casework@ico.org.uk

<https://ico.org.uk/global/contact-us/>