



# Thames Water Privacy Notice

## Farmers Privacy Notice



Thames Water may process personal data for the purpose of engaging farmers, landowners, farming contractors and farm advisors, for projects, initiatives, funding programmes and catchment management work for environmental outcomes delivered through nature-based solutions, for example work to improve water quality. Limited personal details are used to implement these projects, and we ensure data are handled responsibly as part of our public task.

### Purpose (lawful basis for processing)

To manage our engagement, we need to keep reliable, accurate and up-to-date records of your details, the projects we are running and funding commitments.

The lawful basis we rely on for processing your personal data for this purpose is Article 6(1)(e) of the UK GDPR, which allows us to process personal data when this is necessary to perform our public tasks to meet our obligations as a regulated business.

Thames Water has an obligation to work in the catchment to protect raw river water and groundwater quality to, in turn, protect drinking water quality. To do this, we need to work with farmers and landowners, and their advisors, to help reduce pollutants reaching the raw water sources, which involves processing their data.

Depending on the type of engagement we may rely on consent of the individuals (Article 6(1)(a) of the UK GDPR) as our legal basis. Taking part in our specific projects with farmers is voluntary, but when you sign up we will need you to consent to us processing your data as part of the project.

### What type of personal information do we process for this purpose?

The information processed can relate to farmers, landowners, farming contractors or farm advisors.

This includes:

- Contact data such as name, postal address, email address and phone number
- Bank details - if you sign up to take part in a project that will result in you receiving payments from us, we will usually require your bank details to make the payment
- SBI numbers, and CPH numbers
- Farming details – to help make the most difference in protecting water quality, it's useful to have details about your farm, if you're willing to share them with us, such as farm type, farm area, crop rotation, land use for different field parcels, livestock numbers, cultivation techniques, pesticide and fertiliser use, etc. This helps us understand how people are managing land in the catchment, and where we may be able to offer support most effectively.
- Notes of our interactions with you, to help with continuity of ongoing engagement

### What do we do with your data?

If you are a farmer, landowner, contractor or farming advisor in our area, we'll use your data to:

- understand our catchment (how many farmers we have, how much and which areas they're farming, what different crops they're growing, what livestock they have, what kind of products they use and how they manage the land)

- get in touch with you to:
  - share information about water quality, and our projects, schemes and initiatives in your area, and occasionally we may share information about other non-Thames Water projects where we think they may be of interest
  - request your participation and feedback in surveys
  - share local updates where relevant

We may also share your details with other water companies where we have a shared boundary or where projects, initiatives and funding programmes overlap.

## How do we collect your personal data?

In many cases, we'll collect this information directly from you, for example when you provide us with information by taking part in one of our schemes, projects or initiatives.

We may collect this information from other sources, for example:

- When we receive your personal data from third parties, such as the Rural Payments Agency who share details of land parcels in our area with us
- When we collect publicly available information about you, such as occasionally looking up details from MAGIC maps or your farm's website
- When we work in partnership with other organisations for a common purpose, such as neighbouring water companies, Catchment Sensitive Farming or the Environment Agency, they may share appropriate details with us to allow sensible working practices for the benefit of all

We have published a list of the third parties with whom we share data and from whom we receive data. Those relevant to our water quality work with farmers are listed below.

## Sharing data with third parties

We use third party organisations to help us provide our services to you and with whom we share relevant data. We have contracts in place with these third parties. This means that they can't do anything with your personal information unless we've instructed them to do it. They won't share your personal information with any other organisation unless they are instructed by us to do so. They will hold it securely and retain it for the period we instruct.

The main types of third parties with whom we share personal data include:

- Agricultural advisors who get in touch with farmers on our behalf
- Environmental NGOs who work with farmers on our behalf
- Agricultural specialists who help review applications for our funding schemes
- Specialist service providers and organisations involved in our projects, such as laboratories analysing seed samples

We may also share personal data with neighbouring water companies for the strict purpose of working collaboratively to investigate and identify and deliver interventions to reduce the impact of diffuse pollution from agriculture where our catchments overlap. We will do so in accordance with the ICO's Data Sharing Code and all applicable data protection laws, acting as independent controllers.

For further details, please see the list of third parties which is provided on our [privacy page](#).