



Farm Business Survey

Introduction

Every year, the Department for Environment, Food & Rural Affairs (**Defra**) runs the Farm Business Survey (**FBS**).

The FBS collects and provides information on the financial, physical, and environmental performance of farm businesses in England to help inform and evaluate policy decisions as part of Defra's role in supporting the UK farming industry. For more information on the FBS, please visit: [Farm Business Survey - GOV.UK \(www.gov.uk\)](http://www.gov.uk).

Defra has appointed Promar International to conduct the FBS on its behalf who will contact you to collect your FBS responses for Defra.

Some of the information that you provide for the FBS will be your personal data. The following Privacy Notice describes how your personal data is collected and used for the FBS.

Privacy Notice

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1. Who collects your personal data?

The data controller is Defra. Any questions about how Defra is using your personal data and your associated rights should be sent to Defra's Data Protection Manager by email at: data.protection@defra.gov.uk

The Data Protection Officer (**DPO**) responsible for monitoring that Defra is meeting the requirements of the legislation can be contacted by email at: DefraGroupDataProtectionOfficer@defra.gov.uk

2. The options available to you

Your participation in the FBS is entirely voluntary. Should you decide that you would like to participate in the FBS, three options will be provided to you for you to choose from. These are:

Option 1: Sharing your County Parish Holding number (CPH) and/or Single Business Identifier (SBI) with Defra so that Defra can undertake Data Linking and where possible prepopulate your FBS form with data they already hold about you or your farm.

When you select option 1, Promar International will forward to Defra your FBS form along with your CPH/SBI. Defra will use the CPH and/or SBI to identify you and determine what information is already held about you and your farm from data sources that Defra already holds or has access to, such as the June Survey/census data, Farm Practice Survey data, and publicly available data such as land classification data, meteorological data or ecological data (**Additional Data Sources**).

Defra may then use the information taken from the Additional Data Sources to pre-populate your FBS form, in order to reduce the number of questions you will need to respond to in the FBS. The pre-populated FBS form will then be used by Promar International, who will complete the remaining information required for completing the FBS form, including to confirm those pre-populated data. Promar International will then provide your completed FBS Response Data along with your CPH and/or SBI to Defra.

Defra being able to link your FBS data to other data source will allow them to produce a wider data set which will allow for more meaningful analysis and statistical research. The linked datasets will enable Defra to make full use of the data it holds, including for evaluating existing policies and developing new policies. Please see the "[Carry out data linking to improve the quality of analysis carried out by Defra](#)" section of this Privacy Notice for more information.



Option 2: Not sharing your CPH/SBI with Defra. Promar International can undertake Data Linking on behalf of Defra but your FBS form cannot be pre-populated with data Defra may already hold about you.

When you select option 2 Promar will not share your CPH/SBI with Defra. FBS data will be collected by Promar International who can, on Defra's behalf, use your CPH and/or SBI to link your FBS Response Data to other data sources provided to Promar International by Defra. Promar International can use publicly available data like land classification data, meteorological data or ecological data, in order to produce a wider data set which will allow for more meaningful analysis and statistical research. Such data sources will be provided by Defra for the sole purpose of carrying out the data linking by Promar International.

Promar International will then provide the combined datasets to Defra, with the CPH and/or SBI removed. Defra will not attempt to re-identify individual farmers or their businesses from these combined datasets.

Option 3: Not sharing your CPH/SBI with Defra and No Data Linking will take place.

When you choose option 3 your responses to the FBS will be passed from Promar International to Defra, in order for Defra to further analyse and report on. Under this option, your FBS Response Data will be shared with Defra, with the CPH and/or SBI removed from the completed FBS form. Defra will not attempt to re-identify individual farmers or their businesses from the FBS Response Data and your individual data will not be linked to other data sources.

3. What personal data is collected and used?

When conducting the FBS, the following data will be collected and/or used:

- your name and personal contact details, including address, telephone number and email address so that Promar International can contact you so that you can participate in the FBS
- identifiers such as your CPH or SBI (which if shared with Defra, may reveal your name, title, address and contact details to Defra). This data is defined in this Privacy Notice as **Identifier Data**

FBS Response Data

Your responses to the FBS may also constitute personal data to the extent they can (including in conjunction with other information that Defra holds) identify you as an



individual, and where that information is used in such a way that impacts on you as an individual. For example, providing information on:

- land areas, use and what commodities are grown;
- livestock numbers;
- financial information such as purchase and sales figures;
- farming practice and management information;
- fertiliser usage;
- participation in schemes such as Agri-environment and environmental land management schemes; and
- off farm income,

may constitute personal data to the extent you are identifiable from the information and the information relates to you as an individual. This data is defined in this Privacy Notice as **FBS Response Data**.

Special Category Personal Data

When completing the FBS, you may also choose to provide certain special category personal data relating to your racial or ethnic origin. This data is defined in this Privacy Notice as **Special Category Personal Data**.

4. How your personal data has been obtained

In order to recruit farms into the FBS, a list of farmers' details obtained from the Defra June Survey is provided by Defra to Promar International in order to contact farms for the purpose of engaging participants for the FBS. Your personal data, including your CPH/SBI, name, address and contact details, may be included in that list.

If you have taken part in the FBS in the past, your personal data may be provided to Promar International by our previous contractor and Promar International will use this information to contact you in relation to the FBS.

In order to recruit farms into the FBS, Promar International may also use personal data from the June Census data or from Promar International or its partners customer lists.

If you agree to take part in the FBS, Promar International will directly collect the FBS Responses from you.

5. How and why Defra is using your personal data

Defra uses your personal data in order to:

- Contact you in order to carry out the FBS.



Promar International on behalf of Defra, requires your personal data to be able to contact you in order to arrange your participation in the FBS, including providing you with your reconciled business management accounts, tailored feedback on your farm's performance with benchmarking reports, and the opportunity to sign up to Agstute. Promar International will retain your Identifier Data, along with your FBS Response Data in accordance with Defra's instructions and the option which you have chosen.

- *Provide you with feedback*

Promar International will process Identifier Data and FBS Response Data in order to provide you with a set of reconciled business management accounts and tailored feedback on your farm's performance with benchmarking reports. This will include your own detailed management accounts, together with aggregated data assembled from farms of a similar type and size in your region. This data is usually provided to you as an average for a particular group of farms and for the most profitable farms, helping you to make comparisons with others in the industry which can aid your business planning. The comparator farm information is aggregated and will not include Identifier Data.

- *Conduct analysis of the FBS.*

In accordance with Defra's public obligations to inform and evaluate policy decisions affecting farms in England, and in accordance with Defra's legal obligations as set out below, Defra will review, analyse and report on the FBS Response Data, which forms a vital evidence base to inform and shape agricultural policy.

Certain data gathered through the FBS is also used by Defra to meet its legal obligations (see "[The legal basis for processing your data](#)" section for further information).

- *To produce and publish aggregated data for official or national statistics.*

The analysis carried out by Defra in relation to the FBS Response Data also feeds into a number of national statistics publications. Defra will aggregate the FBS Response Data you provide, with responses collated from various other participants, in order to produce [official and national statistics](#). Such statistics are published on an aggregated basis and will not include your Identifier Data.

- *Providing access to academic researchers via the UK Data Archive (UKDA).*

In accordance with Defra's public task of supporting the UK farming industry, Defra makes the FBS Response Data available, through the UKDA, to approved researchers and academics. The FBS Response Data is made available only for research purposes, in order to facilitate wider research into the farming industry, which in turn may inform farming practice and policy. Identifier Data will not be shared with



the UKDA and access to the data with identifiers removed is only accessible under strict conditions.

- Carry out data linking to improve the quality of analysis carried out by Defra (Options 1 and 2 only)

Under **Option 1**, your CPH and/or SBI will be shared with Defra, along with your FBS Response Data, so that Defra can link your FBS Response Data with Additional Data Sources. The data linking will be carried out by Defra in order to produce a more enriched data set, which will allow for more in-depth analysis and statistical research.

Defra holding your SBI and/or CPH may also allow Defra to pre-populate certain areas of the FBS form, which streamlines the FBS process and means you will not have to provide data that you may have already provided under other surveys or schemes, such as the Farm Practice Survey, June Survey and British Survey of Fertiliser Practice, or information provided through support payments from Defra or its Arm's Length Bodies.

Under **Option 2**, where you have not agreed to share your CPH and/or SBI with Defra for linking but have agreed for the data linking to be carried out by Promar International, Promar International will, using your CPH and/or SBI, link the FBS Response Data to the other data sources available to it, on behalf of Defra.

For these purposes Promar International will be provided by Defra with access to certain other data sources, such as publicly available data, for the sole purpose of carrying out the data linking and will not retain any information from such other data sources following the linking activity. Promar International will then provide the combined datasets to Defra, with the CPH and SBI removed from the combined data sets. Defra will not attempt to re-identify individual farmers or their businesses from these combined datasets.

- Process racial/ethnic personal data

Defra need to understand how the diversity and changes in demographics of farms is changing over time and whether Policy reforms are impacting on protected characteristics.

- Contact you to establish your continued FBS participation or otherwise in subsequent years

Promar International will retain your FBS Response Data and Identifier Data in order to contact you again when carrying out the next FBS. Your Identifier Data will be used by Promar International to contact you in order to gauge your interest in participating in the FBS again. Should you opt to participate in the FBS in the following year, the



FBS Response Data you provided previously will be used by Promar International to provide opening details when completing your FBS form.

6. The legal bases for processing your personal data

Defra will only use your personal data where it has a legal basis under data protection law to do so.

The legal bases Defra relies on to process personal data for the FBS are:

- that processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in Defra.
- that processing is necessary for compliance with a legal obligation to which Defra is subject; and
- where Defra processes Special Category Personal Data Defra relies on the legal basis of substantial public interest.

Processing is necessary for performance of public task or in the exercise of official authority vested in Defra

Defra relies on Article 6(1)(e) of the GDPR as its legal basis for processing (*processing that is necessary for the performance of a task carried out in the public interest or in the official authority vested in the controller*).

Defra is the government department with responsibility for improving and protecting the environment, and for supporting England's food, farming, and fishing industries. As part of its responsibilities, Defra commissions the FBS. The FBS is conducted for the benefit of government, government partners, farmers, land management interest groups and researchers and is intended to provide valuable insight into farming performance and practices. This vital evidence base assists with policy decisions that will improve the sustainability and efficiency of farming practice in the future.

In particular, FBS results are used to inform and contribute to England-based agricultural policies such as the Agriculture Act 2020, which aims to **establish a new agricultural system, based on the principle of public money for public goods for the next generation of farmers and land managers**. The benefits of informed policy decisions will not only benefit the farming sector, but more efficient and sustainable farming with a low impact on the environment will also bring wider societal benefits that are in the public interest.



Processing is necessary for compliance with legal obligation

In certain circumstances, Defra also relies on Article 6(1)(c) as its legal basis for processing (*processing is necessary for compliance with a legal obligation to which the controller is subject*).

Certain responses to the FBS are required to be processed by Defra in order to meet its legal obligations under the Agricultural Holdings (Units of Production) (England) (No. 2) Order 2021/1440. To the extent such responses include your personal data, this will be processed in accordance with Defra's legal obligation.

Processing is necessary for the performance of Defra substantial public interest

Defra relies on Article 9 of the GDPR (*substantial public interest*) as its legal basis for processing special category data related to race and ethnicity. In particular it relies upon the condition set out in paragraph 8 of part 2 of Schedule 1 of the DPA 2018 which applies where data is

- a) of a specified category of personal data and
- b) it is necessary for the purposes of identifying or keeping under review the existence or absence of equality of opportunity or treatment between groups of people specified in relation to that category with a view to enabling such equality to be promoted or maintained.

7. What happens if you do not provide the necessary personal data?

If you do not provide your personal data, Promar International will be unable to contact you on Defra's behalf to carry out the FBS. This means that you will not be able to participate in the FBS and will be unable to receive the benefits associated with participating in the FBS, including a set of reconciled business management accounts and tailored feedback on your farm's performance with benchmarking reports, as well as the opportunity to sign up with Agstute.

8. Who Defra may share your personal data with

Defra may share or disclose personal data, including:

- with the UKDA. Defra shares the FBS Response Data with the UKDA, who allow approved researchers and academics access to the data under **strict conditions**. Only the FBS Response Data is shared with the UKDA and they do not have access to the Identifier Data. Any access to the FBS Response Data stored by UKDA must be approved by the FBS team in Defra.



- with Promar International as Defra's processor, who acts on Defra's instructions to conduct the FBS and collate responses on Defra's behalf.
- with its other processors, including its IT service providers, who shall only use your personal data in accordance with Defra's instruction; and/or
- where we are required to do so by law.

If Promar International ceases to administer the FBS (or any part of it) on Defra's behalf, Defra may appoint a new contractor to administer the FBS (or any part of it), or Defra may administer the FBS (or any part of it) directly itself. In such an event, to ensure continuity of the FBS, the following steps will be taken:

- **Where a new contractor is appointed**, your personal data, including Identifier Data, will be shared with the new FBS contractor for the purposes of ensuring continuity of the FBS and to contact you to establish if you want to participate in the next FBS. Should you opt to participate in the FBS in the following year, the FBS Response Data you provided previously will be used by the new contractor to provide opening details when completing your FBS form.
- **If Defra administers any of the FBS itself** and you have not already opted to share your CPH/SBI linked to your FBS Response Data under Option 1, then you will be contacted by Promar International to determine whether you wish Defra to receive your CPH/SBI linked to your FBS Response Data. If you agree then Defra will use your CPH/SBI linked to your FBS Response Data to contact you directly to establish if you want to participate in the next FBS. Should you opt to participate in the FBS in the following year, the FBS Response Data you provided previously will also be used by Defra to provide opening details when completing your FBS form.

9. Storing and using personal data outside the UK

Where cloud-based servers are used by our contractors, your personal data may be transferred to, and processed in, countries other than the country you live in, such as to the United States, where the data hosting provider's servers are located.

Where personal data is transferred outside of the UK, safeguards are in place to ensure your personal data remains protected. For example contracts with the server providers have in place [Standard Contractual Clauses \(SCC's\)](#) with the UK addendum. This ensures that your data is treated with the same data protection compliance rules as though your data was being processed in the UK.



10. How long Defra holds personal data

Defra will retain your personal data for as long as reasonably necessary to fulfil the purposes for which it was collected (through Promar International), being research and statistical analysis, and in accordance with Defra's Retention Policy.

To determine the appropriate retention period for personal data, Defra considers the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which your personal data is processed and whether Defra can achieve those purposes through other means. For further information on Defra's specific retention periods, please contact data.protection@defra.gov.uk.

11. Your rights

You have certain rights with respect to your personal data. These rights will only apply in certain circumstances and are subject to certain exemptions. Please see the following link for further information on [your rights under data protection law](#). If you want to exercise any of these rights, please contact the Defra Data Protection Manager by email at: data.protection@defra.gov.uk

12. Complaints

You have the right to lodge a complaint about the use of your personal data at any time with [the Information Commissioner's Office](#) (ICO), the data protection supervisory authority). This can be found at: <https://ico.org.uk/make-a-complaint/>

13. Defra's Personal Information Charter

Please also see [Defra's Personal Information Charter](#), which provides further general information about Defra's processing of personal data. This can be found at: <https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs/about/personal-information-charter>

14. Changes to Privacy Notice

This Privacy Notice does not form part of any other contract to provide services. Defra may update this Privacy Notice at any time but if it does, it will make available an updated copy of this Privacy Notice as soon as reasonably practicable.