

Our Data Protection policy

As one of the purposes of The Market People is to protect the privacy of Traders to prevent fraud and identity theft. In order to issue Trading Licenses many operators and local authorities need this information: **When trading in a public space, provision of identity information to the relevant local authority is a legal requirement.**

To comply with the law but to also add an additional layer of protection to your private and sensitive information The Market People has produced a private electronic Trader identity card called "The Market Pass".

About the Market Pass

Rather than circulating your documents, your Market Pass acts as a guarantee to Market Operators and Local Authorities that all your documentation is stored away and correct without them needing to access the vault.

So instead of them receiving and checking all your private information, to verify you are legal to trade they just need to check your Market Pass is up to date, in order and valid.

The Market Pass certifies you are compliant with all necessary legislation required to work as a Trader in the United Kingdom. Furthermore all local authorities, market operators and event managers registered with The Market People recognise the validity of your Market Pass without having to further access your personal details.

How Your Market Pass Assists Your Privacy

The Market Pass offers a number of advantages in relation to privacy:

1. Your personal details are held in one place in a secure digital vault with The Market People as gatekeeper and registered under the Data Protection Act. They are not available on open systems or on paper to people who may misuse them.
2. While we will disclose your *professional* details to operators and event managers, aside from your name and photograph we guarantee we will never disclose any *personal and private* details to anyone unless compelled to do so by a Court Order.
3. Even with respect to your *professional* details, as a Registered Trader you can *decide* if you want your professional contact details to be available to the public to promote your business or not. If you wish your professional details to remain private we will respect your right to privacy.

Details of the legal requirements which cover street trading are available on our website at the following links:

<https://www.themarketpeople.com/TMP/public/aboutUs.do?method=showTpDoc&ajaxPrevPage=true&tpCode=8>

<https://www.themarketpeople.com/TMP/public/aboutUs.do?method=showTpDoc&ajaxPrevPage=true&tpCode=7>

Other legislation may also apply including that relating to consumer protection, public safety etc. If you need a detailed list of applicable legislation relating to a specific issue, our legal department may be able to assist.

Our Advertising and Marketing Policy

The Market People does not permit advertising on its website nor do we share data for marketing purposes with others. **We never have done and we never will.**

Any data we pass to third parties will only be to assist you in booking a stall. No other data will be shared or available on the site without your specific permission.

We hope this puts your mind at ease and look forward to welcoming you as a Trader on The Market People website.