

## **WEBSITE PRIVACY POLICY**

I am committed to protecting your privacy. By using this website, you are giving me permission to collect information for the purpose of providing my services. I will only use the information that I collect about you lawfully (in accordance with the Data Protection Act 1998).

### **INTRODUCTION**

This privacy notice provides you with details of how I collect and process your personal data through your use of my site **www.flatface-petcare.co.uk**. By providing me with your data, you warrant that you are over 18 years of age. Louisa Bolton is the data controller and is responsible for your personal data (referred to as "I" or "my" in this privacy notice).

#### ***Contact Details:***

Full name of legal entity: **Flatface Petcare**

Email Address: [louisa@flatface-petcare.co.uk](mailto:louisa@flatface-petcare.co.uk)

Postal address: Nuffield Close, Brackley, NN13 6PL

It is very important that the information I hold about you is accurate and up to date. Please let me know if at any time your personal information changes by emailing me at [louisa@flatface-petcare.co.uk](mailto:louisa@flatface-petcare.co.uk)

### **WHAT DATA DO WE COLLECT ABOUT YOU, FOR WHAT PURPOSE AND ON WHAT GROUND WE PROCESS IT**

Personal data means any information capable of identifying an individual. It does not include anonymised data. I may process the following categories of personal data about you:

#### ***Communication Data***

This includes any communication that you send to me whether that be through the contact form on my website, through email, text, social media messaging, social media posting or any other communication that you send me. I process this data for the purposes of communicating with you (invoicing, notifying of changes to services/prices), for record keeping and for the establishment, pursuance or defence of legal claims. My lawful ground for this processing is my legitimate interests which in this case are to reply to communications sent to me, to keep records and to establish, pursue or defend legal claims.

#### ***Customer Data***

This includes data relating to any purchases of services such as your name, title, billing address, email address, phone number, contact details, card details. I process this data to supply services you have purchased and to keep records of such transactions. My lawful ground for this processing is the performance of a contract between you and me and/or taking steps at your request to enter into such a contract.

#### ***Marketing Data***

This includes data about your preferences in receiving marketing from us and your communication preferences. My lawful ground for this processing is my legitimate interests which in this case are to study how customers use my services, to develop them, to grow my business and to decide my marketing strategy. I do not collect any sensitive data about you via this website. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex

life, sexual orientation, political opinions, trade union membership, information about your health & genetic & biometric data. I do not collect any information about criminal convictions and offences. I will only use your personal data for a purpose it was collected or a reasonably compatible purpose if necessary. For more information on this please email me at [louisa@flatface-petcare.co.uk](mailto:louisa@flatface-petcare.co.uk). In case I need to use your details for an unrelated new purpose I will let you know and explain the legal grounds for processing. I may process your personal data without your knowledge or consent where this is required or permitted by law. I do not carry out automated decision making or any type of automated profiling.

#### **DISCLOSURES OF YOUR PERSONAL DATA**

I may have to share your personal data with the parties set out below:

- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors and insurers
- Government bodies that require us to report processing activities.
- Vets (for animal well-being purposes)

I require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. I only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

#### **DATA SECURITY**

I have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation. I also allow access to your personal data only to those employees and partners who have a business need to know such data. They will only process your personal data on my instruction, and they must keep it confidential. I have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach if I am legally required to.

#### **DATA RETENTION**

I will only retain your personal data for as long as necessary to fulfil the purposes I collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. When deciding what the correct time is to keep the data for, I look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements. For tax purposes the law requires me to keep basic information about my customers (including Contact, Identity, Financial and Transaction Data) for six years after they stop being customers. In some circumstances I may anonymise your personal data for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

#### **YOUR LEGAL RIGHTS**

You have a choice about whether you wish to receive information from me. If you do not want to receive direct communications from me then you can let me know by emailing [louisa@flatface-petcare.co.uk](mailto:louisa@flatface-petcare.co.uk). I will not contact you for marketing purposes by phone or text message unless you have given your prior consent. I will not contact you for marketing purposes by post. You can change your marketing preferences at any time by contacting me by email at: [louisa@flatface-petcare.co.uk](mailto:louisa@flatface-petcare.co.uk)

I only keep your data on file for any future bookings, unless you request me to delete it, which you can at any time. In which case I will only keep a record of any relevant bookkeeping records for up to

6 years as required by HMRC, such as your invoices and receipts. I will only share your data with a vet for the wellbeing of your pet or for lawful purposes.

***How you can access and update your information***

You have the right to ask for a copy of the information I hold about you. Contact me by email: [louisa@flatface-petcare.co.uk](mailto:louisa@flatface-petcare.co.uk) to request information. You can see more about these rights at: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you are not happy with any aspect of how I collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). I should be grateful if you would contact me first if you do have a complaint so that I can try to resolve it for you.

***Security precautions in place to protect the loss, misuse or alteration of your information***

When you give me personal information, I take steps to ensure that it's treated securely these include; up to date anti-virus software, also information provided is kept securely either on a password locked computer, that only I have access to.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, whilst I strive to protect your personal information, I cannot guarantee the security of any information you transmit to me, and you do so at your own risk. All paper information, such as signed T&Cs are stored in a locked fireproof cabinet.

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. I do not control these third-party websites and are not responsible for their privacy statements. When you leave my website, I encourage you to read the privacy notice of every website you visit.

**COOKIES**

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about cookies, please see our cookies policy.

**REVIEW OF THIS POLICY**

I keep this Policy under regular review. This Policy was last updated in February 2020

**Data Protection Officer for Flatface Petcare – Louisa Bolton**