

PRIVACY POLICY (INCLUDES COOKIES POLICY AND RETENTION SCHEDULE)

- Shampooch collect your information for the purpose of providing an efficient dog grooming service. Here at Shampooch we take your privacy very seriously and we will only use your personal information to administer your account and provide the products/services you have requested from us. The lawful basis we process your information under is – “contract” we need to process your personal data to deliver our side of an agreed contract with you.

The Data Protection Act 1998 and General Data Protection Regulations (GDPR 2018) say that Shampooch must protect your personal information by:

- Keeping it safe
- Not letting your personal information be seen or used outside of Shampooch without your agreement.

This policy is to help answer any questions you may have about the information we hold about you. It is also to help you understand your rights under current UK law and explain what you should do if you have any concerns.

What information do we collect from you and hold about you?

Personal Information – such as your name and contact details – anything that will help us to identify you, keep in touch with you and manage your account.

Information about your dog: such as breed, age, vets details

Why do we collect this information?

Shampooch collect your information for the purpose of providing an efficient dog grooming service to you.

What do we do with your information?

Here at Shampooch we take your privacy very seriously and will store your personal data securely and confidentially on a password protected database and in paper files in a locked cabinet. We will only use your personal information to administer your account and provide the products/services you have requested from us. If you opt in to marketing consent we will also use your information to email you new services that we may be offering.

How long do we keep your information for?

We will keep your data for as long as it is relevant. i.e for as long as you are a customer or a potential returning customer. please see our retention schedule for further details.

When will we share information about you?

We will not share your information with anyone else.

Updated: 29.08.21

How can you access the information we hold about you?

It is our policy to let anyone see all the information we hold on them if they ask. You can access your data at any time - Just get in touch and we will be happy to help. To get a copy of your information apply in writing to the Data Controller – Chris Cassidy either by post or email at the address/email address given below. We will send you an acknowledgement of your request within 21 days

email: purleyshampooch@gmail.com

Write to: Shampooch, 32 Primrose Close, Purley on Thames, RG8 8DG

You must tell us your name, address and date of birth to help us identify you. Provision of your information will also be subject to you providing us with appropriate evidence of your identity (for this purpose, we will usually accept a certified photocopy of your passport plus an original copy of a utility bill showing your current address).

Once we are satisfied with your proof of identity, we will give you a printout of all the computer data and photocopies of all the paper records we have on you no later than 40 days from your original request. We may withhold such personal information to the extent permitted by law.

Retention schedule

We will store your data for as long as you are a Shampooch customer and up to one year after your last appointment with us. This we consider a **reasonable** amount of time for us to consider you a 'potential customer' and gives you the chance to easily return your custom to us if you wish within that year.

USING OUR WEBSITE

We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.

Using your personal information

Personal information submitted to us via our website www.purleyshampooch.co.uk will be used for the purposes specified below:

We may use your personal information to:

- a. administer your account
- b. administer the website;
- c. improve your browsing experience by personalising the website;

- d. enable your use of the services available on the website;
- e. send you general (non-marketing) communications;
- f. send you email notifications which you have specifically requested;
- g. send to you marketing communications relating to our business which we think may be of interest to you **by post**
- h. Only when you have specifically opted in, send to you marketing communications relating to our business which we think may be of interest to you by email or similar technology (you can inform us at any time if you no longer require marketing communications)
- i. deal with enquiries and complaints made by or about you relating to the website;
- j. keep the website secure and prevent fraud;

Where you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the licence you grant to us.

USE OF COOKIES ON OUR WEBSITE

The Shampooch website uses cookies. By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.

About cookies

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser, and stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies can be used by web servers to identify and track users as they navigate different pages on a website and to identify users returning to a website.

There are several types of cookies:

A persistent cookie consists of a text file sent by a web server to a web browser, which will be stored by the browser and will remain valid until its set expiry date (unless deleted by the user before the expiry date).

A session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

First-party cookies are those set by a website that is being visited by the user at the time in order to preserve your settings (e.g., while on our site).

Third-party cookies are placed in your browser by a website, or domain, that is not the website or domain that you are currently visiting.

What types of cookies and similar technologies do Shampooch use on their website and why?

Our cookies and similar technologies serve various purposes, but are generally either necessary to the functioning of our website, to help us improve the performance of the website or to provide you with extra functionality. Cookies do not contain any information that personally identifies you, but personal information that we store about you may be linked, by us, to the information stored and obtained from cookies.

Strictly Necessary or Essential: 'Strictly necessary' or "essential" cookies and similar technologies let you move around the website and use essential features like secure areas and shopping baskets. Without these technologies, services you may have asked for could not be provided. Please note that these technologies do not gather any information about you that could be used for marketing or remembering where you've been on the internet.

Performance: 'Performance' cookies and similar technologies collect information about how you use our website e.g. which pages you visit, and if you experience any errors. These cookies do not collect any information that could identify you and is only used to help us improve how our website works, understand what interests our users and measure how effective our content is by providing anonymous statistics and data regarding how our website is used.

Functionality: These cookies or similar technologies are used to provide services or to remember settings to improve your visit

More specifically --We may use the information we obtain from your use of our cookies for the following purposes:

1. to recognise your computer when you visit our website;
2. to track you as you navigate our website
3. to improve the website's usability;
4. to analyse the use of our website;
5. to administer this website;
6. to prevent fraud and improve the security of the website;
7. to personalise our website for you.

Third party cookies

When you use our website, you may also be sent third party cookies. We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <https://www.google.com/policies/privacy/>

Updated: 29.08.21

Blocking or deleting cookies.

Internet browsers allow you to change your cookie setting in order to block or delete cookies. These settings are usually found in the 'options' or 'preferences' menu of your internet browser. The following links may be helpful.

Cookie Settings in Internet Explorer

Cookie settings in Firefox

Cookie settings in Chrome

Cookie settings in Safari

If you wish to withdraw your consent at any time, you will need to delete your cookies using your internet browser settings.

However please note: Blocking or deleting all cookies will have a negative impact upon the usability of many websites.

More information about cookies

Useful information about cookies, including information about deleting or blocking cookies, can be found at: <http://www.allaboutcookies.org>

This website is owned and operated by Shampooch

If you have any questions about our cookies or this cookies policy, please contact us by email (to purleyshampooch@gmail.com), by telephone (07817 805652) or by post (to Chris Cassidy, 32 Primrose Close, Purley on Thames, RG8 8DG).

Privacy Policy amendments

We may update this privacy policy from time-to-time and will post a new version on our website. You should check this page occasionally to ensure you are happy with any changes.