



## Privacy Policy

### Who we are

This notice tells you what to expect in relation to personal information about you which is collected, handled, and processed by the businesses known as Petpals Hartlepool and East Durham trading from 33 Whindyke, Blackhall, Hartlepool TS27 4JZ (referred to as 'we' or 'us' or 'business')

Petpals Hartlepool and East Durham are franchises trading under franchise to Petpals (UK) Limited, Basepoint, Caxton Close, East Portway, Andover, Hampshire, SP10 3FG.

Petpals (UK) Limited is a separate business and has its own Privacy Policy which can be viewed at <https://www.petpals.com/terms/>

We are committed to protecting your data and respecting your privacy.

We aim to be clear when collecting your data and not do anything you wouldn't reasonably expect us to do with your data. We handle and process data in accordance with the General Data protection Regulation 2018 (GDPR) and the Privacy and Electronic Communications Regulations 2003.

### Information that we may collect.

You provide us with information about yourself when you contact us with an enquiry, use or register your information on the Petpals website, request us to provide you with information, enter a competition or prize draw or engage in a promotion; post information to public areas of the Petpals website, book services for your pets in person, by phone or email or through the use of social media; online via our online booking system contact us by email, mobile messaging or when posting on or communication via our social media platforms or by communicating with us via any other channel.

The information we may collect, hold and process about you, provided by you, may include:

- Your name
- Your address
- Your email address
- Your telephone number
- Details of other people identified by you as being alternative or emergency contacts within your booking including their name, address and telephone numbers.
- Detailed information of all pets within your household including their routines and vet registration, inoculation and vaccination records and microchip records.
- Detailed information of the entry and exit routines to your property in the event you have consented and authorised via a booking for us to enter your property within the context of looking after your pets. This information will include details of your alarm where applicable.
- Details of all bookings/cancellations/purchase/transaction history
- Encrypted record of login password if using an electronic system.
- Photographs of pets
- Your preference for how we communicate with you about our activities.
- Information that is available publicly, including social media username if you interact with us through social media channels.
- We keep a record of emails we send you, and we track whether you receive or open them so we can make sure we are sending you the relevant information.
- With regard to each of your visits to the Petpals (UK) Limited website we do not collect any information although Petpals (UK) Limited may do so – please refer to Petpals (UK) Limited Privacy Policy for further information on information recorded following your visit to their website <https://www.petpals.com/terms/>

## **How we use your information**

The above information is used to: -

- Provide our services to you and enable us to process, administer and manage your booking, orders, contracts, accounts and enquiries.
- Create an account so that we understand and respect your preferences.
- Inform you about changes to our products and services or new products and services, event offers and promotions.
- Communicate information about any agreement you may have with us or have enquired about.
- Improving the services we offer you (which may sometimes include undertaking customer research and feedback)
- Keep a record of your relationship with us and how you prefer to be contacted.
- To progress an enquiry, resolve an enquiry or complaint.

## **How we keep your information safe and secure**

All personal information we hold about you in written form will be stored securely.

All personal electronic information we hold is stored on our IT systems on servers in the UK and within the EU. You can read about the security of these servers and how they comply to the relevant legislation here. <https://aws.amazon.com/compliance/eu-data-protection/>

Access to our information is strictly controlled. We may disclose your details to Police, regulatory bodies or legal advisors if so required.

## **Disclosure of your information**

We do not share your information with any third party without your agreement unless we are under a duty to disclose or share your personal data to comply with any legal obligation, or in order to enforce or apply our terms of use or terms and conditions of purchase or supply or services.

We never sell personal information to third parties.

## **What is the legal basis for processing the information?**

The legal basis for collecting and processing your data is as follows: -

- Consent – you may have given us your consent to use your data for example when you tick a box to receive marketing emails, offers and newsletters. You can withdraw your consent at any time.
- Contractual obligation – to enter a contract with us we need your personal information to process and fulfil the contract, for example being a keyholder to your property and providing services to your pets.
- Legal obligation – if required by law to process personal information for example to comply with Health & Safety obligations or to provide information to the Police or Local Authority to prevent fraud or criminal activity.
- Legitimate interest – for a genuine business reason that does not override your right, freedom or interests, for example administrative purposes.

## **Your Rights**

You have the right at any time to ask for a copy of the information we hold about you and confirmation of how it is being processed. You will be required to verify your identity when making such a request. If you would like to make a request please email [hartlepool@petpals.com](mailto:hartlepool@petpals.com) or send a request in writing to Hartlepool and East Durham Petpals, 33 Whindyke, Blackhall, Hartlepool TS274JZ

Your rights also include the following: -

- Request that we correct inaccuracies to your information or complete your information if incomplete. You must notify us of any updates, amendments or corrections to previously collected information via the online systems we use or via email to [hartlepool@petpals.com](mailto:hartlepool@petpals.com). We require you to keep the personal information we hold on you up to date and accurate.
- Request that we delete some or all of your personal information, for example if it is no longer necessary for us to hold it for the purpose it was provided and we have no legal basis to retain it, i.e. we provided services for your pets and you have now moved out of our area.
- Request that we stop or limit the processing of your information where you think it is inaccurate (until the accuracy is proved or updated); if you have objected to the processing (when it was necessary for legitimate interests); if you have consented to the use of it; or if it is no longer necessary for us to hold it for the purpose it was provided and we have no legal basis to retain it.

### **How long do we keep your information?**

Your personal information will be retained for no longer than is necessary to fulfil the purpose for which we collected it or to satisfy any legal or reporting obligation or to resolve a dispute or enforce an agreement.

When we no longer require your personal information, we will dispose of it in line with approved company processes. If personal data is retained for legal or reporting obligations it will be archived and reduced to the minimum information required, for example we will be legally required by the Local Authority to retain Doggy Boarding information for three years.

### **Withdrawing consent**

If you have provided us with your consent to process your personal information you have the right to withdraw this at any time. In order to do so you should contact us by emailing [hartlepool@petpals.com](mailto:hartlepool@petpals.com)

### **Contact Us**

If you have a concern about the way we are collecting or using your personal data, you should raise your concern with us by contacting

Data Protection Officer  
Petpals Hartlepool & East Durham  
33 Whindyke ,Blackhall, Hartlepool, TS27 4JZ  
Or by email to [hartlepool@petpals.com](mailto:hartlepool@petpals.com)

**You also have the right to contact the Information Commissioners Office at**  
<https://www.ico.org.uk/concerns/>

### **Further information**

If you are looking for more information on how we process your personal data including on data security, data retention and lawful processing bases, please access our website privacy policy.