

## PRIVACY POLICY

Petpals (Lichfield)  
4 Jordan Close, Fradley,  
Lichfield, WS13 8PQ  
Last updated: March 2026

### 1. Who We Are

This Privacy Policy explains how personal information about you is collected, used, and protected by Petpals (Lichfield)  
4 Jordan Close, Fradley,  
Lichfield, WS13 8PQ

Petpals (Lichfield) acts as the Data Controller for personal information collected in relation to services provided by these businesses.

These businesses operate as franchisees of Petpals (UK) Limited which operates the national Petpals brand and website.

We process data in accordance with:

- UK GDPR
- Data Protection Act 2018
- Privacy and Electronic Communications Regulations (PECR)

### 2. Information We May Collect

We may collect personal information when you contact us, book services, use our booking system, communicate via email or social media, or participate in promotions.

Information may include:

- Name
- Address
- Email address
- Telephone number

Booking and Service Information:

- Booking history
- Transaction records
- Service preferences
- Communication records

Emergency Contact Information:

- Name
- Address
- Telephone number

Pet Information:

- Pet names and species
- Veterinary practice details
- Vaccination or medical information
- Microchip details
- Care routines and behavioural notes

#### Property Access Information:

Where services require entry to your home we may hold:

- Entry instructions
- Keyholding details
- Alarm system procedures

This information is held solely for the safe delivery of pet care services.

#### Photographs:

Photos of pets may be taken to provide updates to owners. Images will not be used publicly without consent.

#### Technical Information:

- Encrypted login credentials
- System activity records

#### Payment information:

We do not store payment card numbers.

### 3. How We Use Your Information

Your information may be used to:

- Provide and manage pet care services
- Process bookings and payments
- Communicate regarding bookings or enquiries
- Maintain service records
- Support pet welfare and safety
- Respond to complaints or feedback
- Improve our services

Where consent has been provided we may send service updates or promotions.

### 4. Legal Basis for Processing

We process personal data based on:

- Contractual necessity
- Legal obligations
- Legitimate business interests
- Consent (for marketing communications)

### 5. How We Keep Your Information Safe

We implement appropriate security measures to protect personal data.

Access is restricted to authorised staff responsible for delivering services.

All staff handling personal information are subject to confidentiality obligations.

### 6. Sharing Your Information

We do not sell personal information.

Information may be shared where necessary:

- With authorised staff delivering services
- With veterinary professionals in emergencies
- With regulators or law enforcement where required by law
- With trusted service providers supporting our systems

### 7. Data Retention

Typical retention periods include:

- Client service records – up to 3 years after last service
- Financial records – after 6 years
- Boarding licence records – minimum 3 years
- Marketing communications – until consent withdrawn
- General enquiries – after 3 years

## 8. Your Data Protection Rights

You have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion of personal data
- Restrict processing
- Object to certain processing
- Request data portability

## 9. Marketing Communications

You may withdraw consent for marketing at any time by unsubscribing or contacting us.

## 10. Contact

Petpals (Lichfield)

4 Jordan Close, Fradley,

Lichfield, WS13 8PQ

Email: [lichfield@petpals.com](mailto:lichfield@petpals.com)

You may also contact the Information Commissioner's Office if you are unhappy with how your data is handled.