



## PRIVACY POLICY

This is the privacy notice of Linky's Pet Parlour. In this document, "we", "our", or "us" refer to Linky's Pet Parlour. This privacy policy will explain how our business uses the personal data we collect from you when you use our website.

We are committed to protecting your privacy and the confidentiality of your personal information. Our policy complies with the Data Protection Act 2018 (Act) accordingly incorporating the EU General Data Protection Regulation (GDPR). The law requires us to tell you about your rights and our obligations to you in regard to the processing and control of your personal data. We do this now, by requesting that you read the information provided at <http://www.knowyourprivacyrights.org>. As set out below, we do not share, or sell, or disclose to a third party, any information collected through our website.

### What data do we collect?

We collect the following data:

- Personal identification information (Name, email address, phone number, etc.)
- Pets' name and description. It also captures the pet's veterinary practice details and any pre-existing medical conditions.

### How do we collect your data?

You directly provide us with most of the data we collect. We collect data and process data when you:

- Register online, contact us directly, or place an order for any of our products or services.
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email.
- Use or view our website via your browser's cookies.

### How will we use your data?

We collect your data so that we can:

- Process your service request and manage your account.
- Email you with special offers on other products and services we think you might like.
- Contact you to for appointment booking, reminding or scheduling, or to inform you of appointment availability, cancellation of appointment due to an emergency, or if we need to contact you during your pets' groom.
- In the event of a medical emergency where veterinary attention is required for a pet.
- Photographs and videos of pets will be posted to our social media sites and/or website, occasionally they may be used for marketing materials. Only the pet's first name and breed will be used in the information.

When we process your service request, it may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases.

### How do we store your data?

We securely store your data at our business location which is locked away and/or password protected.

### Marketing

We would like to send you information about products and services of ours that we think you might like. If you have agreed to receive marketing, you may always opt out at a later date. You have the right at any time to stop us from contacting you for marketing purposes. If you no longer wish to be contacted for marketing purposes, please let us know by emailing us.

### What are your data protection rights?

We would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

**The right to access** - You have the right to request for copies of your personal data. We may charge you a small fee for this service.

**The right to rectification** - You have the right to request that we correct any information you believe is inaccurate. You also have the right to request that we complete the information you believe is incomplete.

**The right to erasure** - You have the right to request that we erase your personal data, under certain conditions.



**The right to restrict processing** – You have the right to request that we restrict the processing of your personal data, under certain conditions.

**The right to object to processing** – You have the right to object to the processing of your personal data, under certain conditions.

**The right to data portability** – You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: [linkyspetparlour@gmail.com](mailto:linkyspetparlour@gmail.com)

### **Cookies**

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology. For further information, visit [allaboutcookies.org](http://allaboutcookies.org).

### **How do we use cookies?**

We use cookies in a range of ways to improve your experience on our website, including:

- Understanding how you use our website

### **What types of cookies do we use?**

There are a number of different types of cookies, however, our website uses:

- **Functionality** – Our website uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising** – We use these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. We sometimes share some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

### **How to manage cookies**

You can set your browser not to accept cookies, however, in a few cases, some of our website features may not function as a result.

### **Privacy policies of other websites**

Our website can contain links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

### **Changes to our privacy policy**

We keep our privacy policy under regular review, and we place any updates on this web page. This privacy policy was last updated on 26 October 2020.

### **How to contact us**

If you have any questions about our privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: [linkyspetparlour.co.uk](mailto:linkyspetparlour.co.uk)

### **How to contact the appropriate authority**

Should you wish to report a complaint or if you feel that we have not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.