



## **GDPR: DATA PRIVACY NOTICE**

### **Introduction**

Simply the Pets ("We") are committed to protecting and respecting your privacy.

This policy (together with our terms and conditions) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

The rules on processing of personal data are set out in the General Data Protection Regulation (the "GDPR").

### **1. Definitions**

**Data controller** - A controller determines the purposes and means of processing personal data.

**Data processor** - A processor is responsible for processing personal data on behalf of a controller.

**Data subject** – Natural person

### **Categories of data: Personal data and special categories of personal data**

**Personal data** - The GDPR applies to 'personal data' meaning any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier (as explained in Article 6 of GDPR). For example name, passport number, home address or private email address. Online identifiers include IP addresses and cookies.

**Special categories personal data** - The GDPR refers to sensitive personal data as 'special categories of personal data' (as explained in Article 9 of GDPR). The special categories specifically include genetic data, and biometric data where processed to uniquely identify an individual. Other examples include racial and ethnic origin, sexual orientation, health data, trade union membership, political opinions, religious or philosophical beliefs.

**Processing** - means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

**Third party** - means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

Simply the Pets Ltd is the data controller. This means we decide how your personal data is processed and for what purposes. Our contact details are: [info@simplythepets.com](mailto:info@simplythepets.com) . For all data matters contact Hayley Hamilton-Herbert on [hayley@simplythepets.com](mailto:hayley@simplythepets.com)

### **2. The purpose(s) of processing your personal data**

We use your personal data for the following purposes:

- To carry out our obligations arising from any contracts entered between you and us and to provide you with the information, products and services that you request from us;
- To provide you with information about goods, events and services we offer that are similar to those that you have already signed up to, purchased or enquired about;
- To provide you, with information about goods, events or services we feel may interest you;
- To notify you about changes to our service;
- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- You may give us information about you by filling in forms on our site [www.simplythepets.com](http://www.simplythepets.com) (our site), registering with us on our client portal <https://2309simplythepets.petsoftware.net/clientportal> or by corresponding with us by phone, email or otherwise. This includes information you provide when you register to use our site, subscribe to our service, search for a product, place an order on our site, participate in discussion boards or other social media functions on our site, enter a competition, promotion or survey, and when you report a problem with our site.

### 3. The categories of personal data concerned

With reference to the categories of personal data described in the definitions section, we process the following categories of your data:

- The personal data you give us may include; Name, Addresses, Telephone Numbers, Email Addresses, Alarm Codes, Emergency Contact Information, Veterinary Information, Photographs and Videos of your Pet (s)

[We have obtained your personal data from [simplythepets.com](http://www.simplythepets.com), registering on our client portal <https://2309simplythepets.petsoftware.net/clientportal> or by corresponding with us by phone, email or otherwise.

### 5. What is our legal basis for processing your personal data?

#### a) Personal data (article 6 of GDPR)

**Our lawful basis for processing your general personal data:**

✓ Processing necessary for the performance of a contract with the data subject or to take steps to enter into a contract	PET SERVICES CONTRACT (TO INCLUDE DOG WALKING, PET SITTING, DOG BOARDING AND PUPPY CARE)
✓ Processing necessary for compliance with a legal obligation	ACCOUNTING RECORDS TO BE USED FOR HMRC PURPOSES
✓ Processing necessary for the purposes of the legitimate interests of the data controller or a third party, except where such interests are overridden by the interests or fundamental rights or freedoms of the data subject	TO PROVIDE YOU WITH INFORMATION ABOUT OTHER GOODS, EVENTS AND SERVICES WE OFFER THAT ARE SIMILAR TO THOSE THAT YOU HAVE ALREADY SIGNED UP TO, PURCHASED OR ENQUIRED ABOUT

### 6. Sharing your personal data

Your personal data will be treated as strictly confidential, and will be shared only with Business Partners, employees and sub-contractors for the performance of any contract we enter into with [them or] you.

## **7. How long do we keep your personal data?**

We keep your personal data for no longer than reasonably necessary for a period of THREE YEARS in case of any legal claims/complaints; for accounting and tax purposes.

## **8. Providing us with your personal data**

We require your personal data as it is a requirement necessary to enter into a contract. Failure to do so will result in us not being able to carry out services to which you have instructed of us.

## **9. Your rights and your personal data**

Unless subject to an exemption under the GDPR, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you;
- The right to request that we correct any personal data if it is found to be inaccurate or out of date;
- The right to request your personal data is erased where it is no longer necessary to retain such data;
- The right to request that we provide you with your personal data and where possible, to transmit that data directly to another data controller, (known as the right to data portability), (where applicable i.e. where the processing is based on consent or is necessary for the performance of a contract with the data subject and where the data controller processes the data by automated means);
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing;
- The right to object to the processing of personal data, (where applicable i.e. where processing is based on legitimate interests (or the performance of a task in the public interest/exercise of official authority); direct marketing and processing for the purposes of scientific/historical research and statistics).

## **10. Transfer of Data Abroad**

We do not transfer personal data outside the EEA.

## **11. Automated Decision Making**

We do not use any form of automated decision making in our business.

## **12. Further processing**

If we wish to use your personal data for a new purpose, not covered by this Data Privacy Notice, then we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions.

## **13. Changes to our privacy policy**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

## **14. How to make a complaint**

To exercise all relevant rights, queries or complaints please in the first instance contact our Hayley Hamilton-Herbert on Hayley@simplythepets.com

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the [Information Commissioners Office](https://ico.org.uk/global/contact-us/email/) on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England.

### **Pet Sitter Plus**

Simply the Pets uses Pet Sitter Plus which is a business management tool for Pet Sitters, Dog Walkers and Day Care Centres. It facilitates the storage of client information such that this information can be retrieved as required. Pet Sitter Plus is built on the Amazon data services platform which itself is a secure and certified system for use by GDPR compliant systems.