

# Privacy Policy

Privacy Policy .....	1
BACKGROUND.....	1
1. Definitions & Interpretations .....	2
2. Information about Us .....	2
3. What does this Policy cover? .....	3
Shopify Privacy Policy .....	3
Google Privacy Policy .....	3
Call Rail Privacy Policy .....	3
LiveChat Inc Privacy Policy .....	3
4. What is Personal Data?.....	3
5. What are My Rights? .....	4
6. What Data do we collect? .....	5
7. How We Use Your Personal Data.....	5
8. Retention of Personal Data .....	6
9. Storage and Transfer of Personal Data.....	7
10. Sharing of Personal Data .....	7
11. Control of Personal Data.....	8
12. Withholding Information.....	8
13. Accessing Your Personal Data .....	9
14. Cookie Usage .....	9
First Party Cookies.....	10
Third-party Cookies .....	10
15. Contact Information .....	11
16. Changes to This Privacy Policy .....	11

## BACKGROUND

Dog Kennels Direct understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of everyone who visits this website, [www.dog-kennelsdirect.co.uk](http://www.dog-kennelsdirect.co.uk) ("Our Site") and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law, including the UK General Data Protection Regulations (GDPR) from time to time amended.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of this Privacy Policy is deemed to occur upon your first use of Our Site. You will be required to read and accept this Privacy Policy when signing up for an Account. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

## 1. Definitions & Interpretations

**Account:** An account is a user profile that allows you to access and use certain areas and features of a website. For example, you may need an account to make purchases, participate in forums, or access exclusive content.

**Cookie:** A cookie is a small text file that is placed on your computer or device by a website when you visit it. Cookies are used to track your browsing activity and to remember your preferences.

**Cookie Law:** The Cookie Law is a set of rules governing the use of cookies in the UK. It is based on the EU General Data Protection Regulation (GDPR), and it sets out requirements for how businesses must obtain consent from users before placing cookies on their devices. It also covers the Privacy and Electronic Communications (EC Directive) Regulations 2003 for all data processed in the United Kingdom and European Union.

## 2. Information about Us

Our Site is owned and operated by Hill Bros Wigan Ltd, a limited company registered in England under company number 399062.

Registered address: Unit 6 Dobson Park Industrial Estate, Dobson Park Way, Off Manchester Road, Ince Wigan, WN2 2DY

Main trading address: Unit 6 Dobson Park Industrial Estate, Dobson Park Way, Off Manchester Road, Ince Wigan, WN2 2DY

Data Protection Officer: Alec Hill

Email address: [enquiries@dogkennelsdirect.co.uk](mailto:enquiries@dogkennelsdirect.co.uk)

Postal Address: Unit 6 Dobson Park Industrial Estate, Dobson Park Way, Off Manchester Road, Ince Wigan, WN2 2DY

This Privacy Policy applies to your use of our website, [website name]. Our website may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites. We advise you to check the privacy policies of any such websites before providing any data to them.

### 3. What does this Policy cover?

This Privacy Policy covers the following:

- How we collect and use your personal data
- How we share your personal data
- Your rights in relation to your personal data
- How to contact us about your privacy

Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

Shopify Privacy Policy

<https://www.shopify.com/legal/privacy>

Google Privacy Policy

<https://www.google.com/about/company/user-consent-policy-help/>

Google Privacy Policy Partner Sites

<https://policies.google.com/technologies/partner-sites>

Call Rail Privacy Policy

<https://support.callrail.com/hc/en-us/articles/5711337552269-CallRail-s-Data-Retention-Policy>

LiveChat Inc Privacy Policy

<https://www.livechat.com/legal/international-data-transfer/>

We may update this Privacy Policy from time to time. If we make any significant changes, we will notify you by email or through a prominent notice on our website.

### 4. What is Personal Data?

According to the General Data Protection Regulation (GDPR) (EU Regulation 2016/679), personal data refers to any information that relates to an identifiable individual. This means that personal data can directly or indirectly identify a person, primarily by utilising an identifier or a combination of identifiers.

Identifiers can take various forms, ranging from obvious details such as a person's name, address, email address, and phone number to more subtle pieces of information. Less apparent identifiers may include government-issued identification numbers (e.g., social security or national identification numbers), unique device identifiers, IP addresses, cookies, and other online identifiers that can be linked to an individual.

Additionally, personal data also covers electronic location data, which pertains to information that can pinpoint a person's geographical location through GPS, Wi-Fi, or other similar technologies.

It's important to note that personal data extends beyond the conventional understanding of identifiable information. It encompasses both direct and indirect identifiers, allowing for a comprehensive perspective on individuals' privacy and data protection. The GDPR's definition of personal data aims to ensure that individuals' privacy rights are safeguarded and respected in the modern digital landscape.

## 5. What are My Rights?

We are committed to upholding your rights under the General Data Protection Regulation (GDPR). As a data subject, you have the following rights, which we strive to respect and fulfill:

- a) The Right to Information: You have the right to be informed about how we collect and use your personal data. This Privacy Policy provides comprehensive details, but you can always reach out to us for further information or to ask any questions. Please refer to the contact details provided in Part 15.
- b) The Right to Access: You have the right to access the personal data we hold about you. Part 13 of this Privacy Policy outlines the process for requesting access to your personal data.
- c) The Right to Rectification: If any of your personal data held by us is inaccurate or incomplete, you have the right to have it rectified. Please contact us using the details provided in Part 15 to request rectification.
- d) The Right to Erasure (Right to be Forgotten): You have the right to ask us to delete or dispose of any of your personal data that we hold. For more information on how to exercise this right, please contact us using the details provided in Part 15.
- e) The Right to Restrict Processing: You have the right to restrict the processing of your personal data under certain circumstances.
- f) The Right to Object: You have the right to object to the processing of your personal data for specific purposes.
- g) The Right to Data Portability: If you have provided personal data directly to us and we are processing it based on your consent or for the performance of a contract, and if such processing is automated, you have the right to request a copy of that personal data for reuse with another service or business, in many cases.
- h) Rights relating to Automated Decision-Making and Profiling: We do not use your personal data in this manner.

For more information about the use of your personal data or to exercise your rights as outlined above, please contact us using the details provided in Part 15.

You can obtain further information about your rights from the Information Commissioner's Office or your local Citizen's Advice Bureau.

If you have any complaints regarding our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office at <https://ico.org.uk/make-a-complaint/>

## 6. What Data do we collect?

Depending upon your use of Our Site, we may collect some or all of the following personal and non-personal data

- Name
- Date of birth
- Address
- Email address
- Telephone number
- Business name
- Payment information
- Information about your preferences and interests
- IP address
- Web browser type and version
- Operating system
- A list of URLs starting with a referring site, your activity on Our Site, and the site you exit to

## 7. How We Use Your Personal Data

We ensure that we always have a lawful basis for using personal data, as required by the General Data Protection Regulation (GDPR). This may be because the data is necessary for the performance of a contract with you, because you have provided consent for us to use your personal data, or because it is in our legitimate business interests to use it. Your personal data will be used for the following purposes:

- a) Providing and managing your Account  
We use your personal data to create and manage your account, ensuring that you can access and use the features and services available on our website.
- b) Providing and managing your access to Our Site  
We utilise your personal data to facilitate and oversee your access to our website, ensuring a smooth user experience tailored to your preferences.
- c) Personalising and tailoring your experience on Our Site  
Your personal data helps us customise and tailor your experience on our website, providing you with relevant content, recommendations, and personalised features.
- d) Supplying our products and services to you  
To fulfill our contractual obligations, we require your personal details to provide you with the products and services you have requested from us.
- e) Personalising and tailoring our products and services for you  
Using your personal data, we strive to personalise and tailor our products and services to better meet your specific needs and preferences.

- f) Communicating with you  
We may use your personal data to communicate with you, including responding to your emails or calls and addressing any inquiries or requests you may have.
- g) Supplying you with information by email  
If you have opted-in, we may send you information, news, and offers related to our products and services via email. You can unsubscribe or opt-out at any time by clicking the unsubscribe link provided at the bottom of our emails.
- h) Analysing your use of Our Site and gathering feedback  
We analyse your usage patterns on our website to gain insights and feedback that help us continually improve our site and enhance your user experience.
- i) Marketing purposes  
With your permission or as permitted by law, we may use your personal data for marketing purposes, including contacting you via email, telephone, text message, or post. We will only send you lawful marketing materials and will always provide you with the opportunity to opt-out.
- j) Third Parties  
Third parties, including our live chat plugin (Live Chat Inc.), may use third-party Cookies on our website. Please refer to Part 14 for more information on managing and controlling cookies. We do not have control over the activities of such third parties or the data they collect and use. We recommend reviewing the privacy policies of any third parties.

Please note that we are committed to protecting your rights and complying with the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003. You always have the option to opt-out of marketing communications and maintain control over your personal data.

## 8. Retention of Personal Data

We will retain your personal data only for as long as it is necessary, considering the purpose(s) for which it was initially collected. The retention periods for your personal data are as follows (or, where no fixed period exists, the following factors will be used to determine the retention period):

**Order Information:** We will keep your order information on our system for a period of 10 years. This allows us to effectively enforce the 10-year guarantee on all purchases and ensure the highest level of customer satisfaction.

**Enquiry Information:** Once the purpose of your enquiry has been fulfilled and there is no further need to retain your information, we will securely dispose of or anonymise it in accordance with our data retention policies.

Please note that after the specified retention period, we will securely dispose of or anonymise your personal data, unless legal or regulatory obligations require us to retain it for a longer period. By doing so, we aim to protect your privacy and maintain data accuracy.

If you have any further questions or require additional information regarding our data retention practices, please refer to the contact details provided in Part 15.

## 9. Storage and Transfer of Personal Data

We take the security and protection of your personal data seriously. Here is how we store and transfer your personal data:

- a) **Storage:** We store your personal data within the European Union (EU) in compliance with the General Data Protection Regulation (GDPR). This ensures that your data is subject to robust data protection laws and safeguards.
- b) **Payment Processors:** Our payment processing partners, located within the EU, handle and process your payment information securely and in accordance with applicable data protection laws. For further information on their privacy practices, please refer to the privacy policies of these third-party payment processors at Point 3 of this policy.
- c) **Analytics and Call Data:** We use analytics and call tracking services provided by third-party providers based in the United States. This may involve the transfer of your personal data to the United States. However, we ensure that appropriate safeguards are in place to protect your data in accordance with the GDPR. You can review the privacy policies of these third-party providers at Point 3 of this policy for more information on how they handle and protect your personal data.

We are committed to maintaining the privacy and security of your personal data, regardless of where it is stored or transferred. If you have any questions or concerns about the storage and transfer of your personal data, please contact us using the details provided in Part 15 of this Privacy Policy.

## 10. Sharing of Personal Data

Protecting your personal data is of utmost importance to us. We do not share your personal data with any third parties for any purposes, except for one essential circumstance.

There may be limited situations where we are legally obligated to share certain personal data, including yours, if we are involved in legal proceedings, fulfilling legal obligations, complying with a court order, or following the instructions of a government authority.

Should it be necessary to share your personal data with a third party under the circumstances described above, we will take all necessary precautions to ensure that your data is handled securely, in accordance with your rights, and in compliance with our obligations and the third party's legal obligations. Further details on how we safeguard your data can be found in Part 9 of this policy.

If any transfer of personal data occurs outside the European Economic Area (EEA), we will implement appropriate measures to ensure that your data receives the same level of protection, security, and adherence to your rights as it would within the UK and under the GDPR. Please refer to Part 9 for more information on the steps we take to safeguard your personal data when transferred outside the EEA.

Rest assured, we are committed to maintaining the safety and confidentiality of your personal data, and we will always act in compliance with applicable data protection laws and regulations. If you have any

concerns or inquiries regarding the sharing of your personal data, please contact us using the details provided in Part 15 of this Privacy Policy.

## 11. Control of Personal Data

We believe in putting you in control of your personal data. In addition to the rights granted to you under the GDPR, as outlined in Part 5 of this policy, we provide you with options to manage and control the use of your personal data when you submit it through Our Site. We strive to offer robust controls, particularly concerning direct marketing activities. Here's how you can exercise control:

- a) **Restricting Use of Personal Data:** When you provide your personal data on Our Site, you may be presented with options to limit or restrict our use of that data. We aim to empower you with strong controls, including the ability to opt-out of receiving emails from us. You can exercise this right by unsubscribing using the provided links in our email communications.
- b) **Preference Services:** You may also consider registering with one or more preference services available in the UK, such as The Telephone Preference Service (TPS) at <https://www.tpsonline.org.uk/register>, the Corporate Telephone Preference Service (CTPS) at [https://www.tpsonline.org.uk/register/corporate\\_tps](https://www.tpsonline.org.uk/register/corporate_tps) and the Mailing Preference Service (MPS) at <https://www.mpsonline.org.uk/consumer/register>. These services can help reduce unsolicited marketing communications. It's important to note that these services cannot prevent you from receiving marketing communications that you have explicitly consented to receive.

We are committed to respecting your choices and preferences regarding the use of your personal data for marketing purposes. By providing these controls and complying with your requests, we aim to ensure that you have a personalised and satisfactory experience while maintaining control over your data.

If you have any questions, concerns, or would like further information on managing your personal data and preferences, please reach out to us using the contact details provided in Part 15 of this Privacy Policy.

## 12. Withholding Information

We understand that you may have concerns about providing personal data. While it is possible to access certain areas of Our Site without submitting any personal data, please note that to fully utilise all features and functions available, it may be necessary to provide or allow for the collection of certain data.

We strive to make your experience on Our Site as seamless and tailored as possible. By providing the required data, we can ensure that you have access to all the features and functions designed to enhance your engagement and provide a personalised experience.

Rest assured that we respect your privacy and adhere to applicable data protection laws. We will only collect and process your personal data in accordance with the provisions outlined in this Privacy Policy.



If you have any concerns or questions about the data we collect or the necessity of providing certain information, please feel free to contact us using the details provided in Part 15 of this Privacy Policy.

### 13. Accessing Your Personal Data

We recognise your right to access and review the personal data we hold about you. If you would like to inquire about the personal data we have and request a copy of it (where applicable), you can submit a "subject access request." Please follow the guidelines below:

All subject access requests must be made in writing and sent to the email or postal addresses provided in Part 15 of this Privacy Policy.

We typically do not charge a fee for processing a subject access request. However, if your request is deemed "manifestly unfounded or excessive" (such as making repetitive requests), we may charge a reasonable administrative fee to cover our costs in responding.

Upon receiving your subject access request, we will aim to provide a comprehensive response within 14 days. In any case, we will respond no later than one month from the receipt of your request. We strive to provide you with a complete copy of your personal data during this timeframe. However, if your request is complex or requires more time to process, we may require an extension of up to three months. Rest assured, we will keep you fully informed of any progress regarding your request.

We are committed to ensuring transparency and facilitating your access to your personal data. If you have any further questions or need assistance regarding your subject access request, please don't hesitate to contact us using the details provided in Part 15.

### 14. Cookie Usage

Our Site utilises certain first-party Cookies that are placed and accessed on your computer or device. These Cookies are directly placed by us and are used exclusively by us. We use Cookies to enhance and improve your experience on Our Site, as well as to provide and enhance our products and services. We have carefully selected these Cookies and have taken measures to protect and respect your privacy and personal data at all times.

Additionally, when you use Our Site, you may receive certain third-party Cookies on your computer or device. These Cookies are placed by websites, services, or parties other than us. Third-party Cookies are utilised on Our Site for tracking visitors through our live chat facility and to gather insights on user journeys via Google Analytics. For more detailed information, please refer to the table below. It is important to note that these Cookies are not essential for the functioning of Our Site, and your use and experience will not be hindered if you choose to withhold consent for them.

All Cookies used on Our Site comply with the current Cookie Law regulations. Before Cookies are placed on your computer or device, you will be presented with a pop-up requesting your consent to enable these Cookies. By providing your consent, you allow us to deliver the best possible experience and service to you. However, you have the option to deny consent for the placement of Cookies if you prefer. Please be

aware that certain features of Our Site may not function fully or as intended if you choose to deny consent.

Some features of Our Site rely on Cookies to function properly. These Cookies are considered "strictly necessary" according to Cookie Law. They are listed in the table below, and your consent is not required for their placement. However, it is still important for you to be aware of them. If you wish to block these Cookies, you can adjust your internet browser settings as outlined below. Nevertheless, please note that blocking these Cookies may impact the proper functioning of Our Site. Rest assured, we have taken extensive measures to ensure that your privacy is not compromised by allowing the use of these Cookies.

#### First Party Cookies

<b>Name</b>	<b>Purpose</b>	<b>Necessary?</b>
<b>Google Analytics</b>	To track the user journey through our website and enable us to internally report on the performance of the website	No
<b>Shopify</b>	Functional cookies to remember user choices and the information they provide, such as language or region preferences. Functional cookies are used for the duration of a session to allow users to authenticate themselves on subsequent visits or gain access to authorised content across pages	No

#### Third-party Cookies

<b>Name</b>	<b>Purpose</b>	<b>Necessary?</b>
<b>Live Chat Inc</b>	To enable us to speak to customers directly on our website through our live chat facility	No
<b>Google AdWords</b>	Google uses cookies for advertising, including serving and rendering ads, personalising ads (depending on your ad settings at <a href="https://www.google.com/adsettings">g.co/adsettings</a> ), limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.	No

Our Site utilises the analytics services provided by Google Analytics. These services involve the use of tools to collect and analyse anonymous usage information, allowing us to gain insights into how Our Site is being utilised. This knowledge enables us to enhance both Our Site itself and the products we offer through it.

The analytics service(s) employed by Our Site rely on Cookies to gather the necessary information. While it is not mandatory for you to enable these Cookies, please note that their usage poses no risks to your privacy or secure usage of Our Site. On the contrary, they enable us to continuously improve and enhance Our Site, providing you with a better and more beneficial experience.

In addition to the controls we offer, you have the option to enable or disable Cookies in your internet browser settings. Most internet browsers allow you to choose whether you want to disable all Cookies or only third-party Cookies. By default, most internet browsers accept Cookies, but you have the flexibility to

modify these settings. For more detailed instructions, please refer to the help menu of your internet browser or the documentation provided with your device.

You can also choose to delete Cookies from your computer or device at any time. However, please be aware that doing so may result in the loss of certain information that enables you to access Our Site more quickly and efficiently, including login and personalisation settings.

To ensure optimal privacy settings, it is recommended that you keep your internet browser and operating system up-to-date. Additionally, if you have any uncertainties regarding adjusting your privacy settings, we advise consulting the help and guidance provided by the developer of your internet browser and the manufacturer of your computer or device.

## 15. Contact Information

If you have any concerns or inquiries regarding your personal data and data protection, including making a subject access request, please feel free to reach out to us using the following contact details:

Attention: Alec Hill

Email: [enquiries@dogkennelsdirect.co.uk](mailto:enquiries@dogkennelsdirect.co.uk)

Phone: 01942 829 329

Postal Address: Unit 6 Dobson Park Industrial Estate, Dobson Park Way, off Manchester Road, Ince, Wigan, WN2 2DY

We are here to assist you and address any questions or requests you may have regarding your personal data. Please don't hesitate to get in touch with us.

## 16. Changes to This Privacy Policy

We reserve the right to update and modify this Privacy Policy as needed. If any changes are made, they will be promptly posted on Our Site, and your continued use of Our Site after the changes have been implemented will indicate your acceptance of the updated Privacy Policy.

It is advisable to regularly review this page to stay informed about any modifications made to the Privacy Policy. Changes may be necessary due to legal requirements or adjustments related to our business practices that impact personal data protection.

By accessing and using Our Site, you acknowledge and agree to be bound by the most recent version of the Privacy Policy.