

## **PRIVACY POLICY**

**In line with the GDPR data protection regulations introduced in May 2018 we are legally obligated to provide you with a copy of our privacy policy which details how we collect and store your data. Should you have any queries you can direct them to our data protection officer whose contact details are listed below.**

### **What is a Privacy Notice?**

Under data protection law you, as client of Dogtown Ltd have specific rights. To communicate these rights to you in a clear and concise manner, we are providing you with this privacy notice.

### **Who We Are**

“Dogtown Ltd” are trading names of Dogtown Ltd company number, our registered address is 93 Chiswick High Road Chiswick London W4 2EF: email address: [enquiries@dogtown.uk.com](mailto:enquiries@dogtown.uk.com). TEL: 0208 9952060

For the purposes of processing your personal data we are the Controller.

### **Data Protection Officer**

As we record and use sensitive data we take the protection of this data very seriously. We have therefore appointed a Data Protection Officer, Adam Gibbins who is your first point of contact for any matters regarding your personal data we process. He can be contacted on the details above We are registered with the Information Commissioner’s Office (ICO), our registration number is **C1449611**

### **The Personal Data We Process and What We Do with It**

#### **PERSONAL DATA YOU PROVIDE US REGISTRATION INFORMATION:**

We record and use the following categories of personal data: name, address, telephone numbers, email address, health information of your dog including medical history, diagnosis, and treatment data. All data collected is stored via our GDPR compliant system Practice Pal. We do not store hard copies of consent forms/registration forms of any kind these are scanned, shredded, and stored electronically on the same system.

### **Sharing Your Personal Data**

Whilst your dog is receiving a service from us at Dogtown Ltd we will continue to store and use your personal data. Once you have left us, we may be required to share your personal

data, your dog's treatment/session notes related to any Therapy treatment with third parties for the benefit of your dog's care, for example, another Therapy company/Vets or insurance purposes but will only do so with your explicit consent. Dogtown Ltd may disclose or share your information if required to do so by law.

## **Your Rights**

As we process your personal data, you have certain rights. These are a right of access, a right of rectification, a right of erasure and a right to restrict processing.

You may request a copy of your data at any time. Please make such a request in writing or by email to the Data Protection Officer, whose details are shown above. Please provide the following information: your name, address, telephone number, email address and details of the information you require. We will need to verify your identity so we may ask for a copy of your passport, driving license and/or recent utility bill.

If you believe any of the personal data, we hold on you is inaccurate or incomplete, please contact the location directly and any necessary corrections to your data will be made promptly. If you believe we should erase your data, please contact the Data Protection Officer, whose details are shown above. If you wish us to stop storing or using your data, please contact the Data Protection Officer, whose details are shown above.

Should you wish for some or all your personal data to be shared with a third party, for example another Therapy company, Insurance company etc, we will require a signed consent form to release this data. We will ensure all requests are dealt with within 28 working days from the date the request is received (not the date it is signed.) The fee for this process/administration fee is £10. This will be discussed with yourself and the third party if the instance arises and notes will be released in receipt of the payment.

## **Data Breaches**

Should your personal data that we control be lost, stolen, or otherwise breached, where this constitutes a high risk to your rights and freedoms, we will contact you without delay. We will give you the contact details of the Data Protection Officer who is dealing with the breach, explain to you the nature of the breach and the steps we are taking to deal with it.

## **Should You Wish to Complain**

You can contact the ICO via their website: [www.ico.org.uk](http://www.ico.org.uk) should you wish to make a complaint about the way we are processing your personal data.

## **Automated Decision Making and Profiling**

We do not use any system which uses automated decision making or profiling in respect of your personal data.