

## Data Protection/privacy policy

Here at Wooffetts we take the privacy of our clients very seriously and will never distribute or divulge any of your personal details to third parties, with the exception of the veterinarian you provided as your dog's emergency care provider. We are happy to provide you with access to any of your data at any given time.

Our Privacy Policy is required as a part of the General Data Protection Regulation (GDPR). We are responsible for informing you of the information we hold about you and your dog, how we use the information and how it is stored in our salon.

All the information we have about you and your dog will have been provided in your consent forms. In our Grooming Salon, we store the following information about your dog on your consent forms and grooming card which will be locked away securely each night with only senior staff having access to it.

- Your name, address, email address, and emergency contacts, all of which you will have provided in your consent forms.
- Your dog's age, breed, colour, gender, distinctive markings etc
- Grooming records from previous grooming sessions which include blades and brushes used, areas where scissors were used, any products used, nails clipped, date and time of services provided, etc.
- Any of your dog's likes/dislikes during their grooming session.
- If your dog has nervous tendencies, gets excited, or is aggressive during previous grooming appointments
- Any medical issues that you have provided us with or that we find during the Grooming process.
- The amount you spent during your visit with the salon.

# Data Protection



We will only use your personal information in the following ways:-

- to respond to any inquiries made by yourself to us
- to send appointment reminders via email and text message
- to send any discount vouchers or promotions
- for market research purposes
- for record keeping purpose
- to deal with inquiries, complaints, or requests
- to contact you about your scheduled appointment, collection or drop off, cancellations, rescheduling, or any emergencies that occur.
- To request a review

We must have your name, address, and phone number as a bare minimum so that we have the ability to contact you for appointment reminders/changes/dog-ready texts or if we urgently need to contact you when your dog is in our care.

Unfortunately, we will not be able to accept a dog for a grooming appointment without valid, up-to-date contact details. We will send out new client forms every 12 months to ensure we have up to date information.

Your name and contact number will also be stored on my mobile phone to enable me to contact you in cases of emergencies, dog-ready texts, and appointment reminders. These details will not be used for anything else.

No other details are held on my mobile phone.

This information will not be available to anyone other than me and will be protected by a passcode only I have access to.

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You may ask to view your stored information at any time. If you move away from the area, you are able to take your information with you so you can give it to your new groomers, this way they can style your dog the same as we have in previous grooming sessions.

If for any reason you would like your information destroyed please let us know and we will do so at your request.

If a customer has not made an appointment within 2 years we will disregard their information.

We like to send out newsletters with updates about our salon, please be aware that you can opt-out of these at any time. We will ask your permission in our client information forms before adding you to our mailing list.

We like to take before and after pictures of the grooming process to share on our social media channels, we will only share these photos if you have agreed for us to do so in our consent forms. All photos taken are copyright of Wooffetts Dog Grooming.