**Privacy Policy**

Last updated: April 8, 2025

Welcome to [www.petservicedorchester.co.uk](http://www.petservicedorchester.co.uk/). This Privacy Policy provides comprehensive information about our practices relating to the collection, use, and disclosure of your Personal Information when you visit our site. Our commitment is to safeguard your privacy while enhancing your user experience.

By using our site, you consent to the collection and use of your information as outlined in this policy. When you provide data to us, you confirm that you are at least 13 years old. The data controller for this Privacy Policy is The Rural Pet Service, ensuring responsible management of your personal data.

**1. Information Collection and Use**

Throughout your interaction with our Site, we may request certain personally identifiable information to identify or contact you. This process supports personalization and service optimization:

* **Personal Information:** This includes your name, email address, phone number, postal address, and payment details. Such information helps us facilitate transactions and communication effectively.
* **Pet Information:** We collect specifics regarding your pet, including names, health history, care preferences, and emergency contact information. This data enables us to tailor services to meet the unique needs of each pet.
* **Website Usage Data:** We gather automated information such as your IP address, browser type, operating system, and on-site activity. This data assists in analyzing trends, tracking user movements, and collecting demographic information.

Should you have any concerns regarding our data collection and processing practices, you have the right to file a complaint with the ICO, the UK's supervisory authority for data protection. However, we strongly encourage you to reach out to us first for a direct resolution. It is vital to maintain accurate and current personal information; please inform us of any updates and direct any concerns to [amccard1@petservicedorchester.co.uk](mailto:amccard1@petservicedorchester.co.uk).

**2. How We Use Your Information**

We utilize your data to:

* Deliver and manage comprehensive pet care services.
* Efficiently manage payments and issue booking confirmations.
* Foster communication regarding our service offerings.
* Enhance website functionality and personalize user experience.
* Adhere to legal obligations and proactively prevent fraudulent activities.

**3. Log Data Information**

We collect Log Data which includes your IP address, browser attributes, and engagement statistics when you access our Site. This data is integral for understanding our site's usage patterns and informing improvements. Additionally, third-party services like Google Analytics may be employed to gather, monitor, and analyze this data, further contributing to enhanced service delivery.

**4. Sharing Your Information**

We do not sell or rent your personal information. However, in certain situations, sharing data can optimize service delivery and compliance:

* **Service Providers:** We may share information with verified third-party providers essential for operations. They include, but are not limited to, entities involved in payment processing and software system maintenance. All providers are mandated to uphold stringent security measures in alignment with our policies.
* **Legal Compliance:** We disclose personal data when legally required to meet regulatory demands, fulfill legal processes, or safeguard our rights and users' safety.

We ensure all personal data sharing is conducted responsibly, upholding our dedication to your privacy while fulfilling service obligations.

**5. Cookies and Tracking Technologies**

Our site uses cookies to improve your experience and analyze functionality. Cookies are small files that help identify unique browsing activity while contributing to better site performance. You can manage cookie preferences through your browser's settings. Declining cookies may limit certain site functionalities. For further details, please review our [Cookie Policy].

**6. Data Security**

Your security is paramount. We implement advanced security measures to protect personal data against unauthorized access or mishandling. While our efforts align with industry standards, no system can guarantee absolute security. Hence, while we strive for unparalleled data protection, we acknowledge the inherent risks of online data transmission.{ GDPR Policy}

**7. Your Rights**

Ensure heightened control over your personal information with the following rights:

* **Access:** Request access to details about the personal data we're processing, including the purposes and types of information.
* **Correction:** Seek amendments to rectify any inaccuracies or updates in your personal data.
* **Deletion:** Under qualifying circumstances, request the deletion of your personal data from our systems.
* **Opt-Out:** Withdraw from marketing communications easily by clicking the "unsubscribe" link in promotional emails.

These rights offer transparency and enforced protections over your data, aligning with our commitment to your privacy.

**8. International Data Transfers**

In specific instances, your data may be processed in regions outside the UK or EU. We ensure that international data transfers comply with legal protections through:

* **Adherence to Legal Frameworks:** Relying on lawful bases for data transfer, like Standard Contractual Clauses, ensuring equivalent protection standards.
* **Trusted Partner Engagement:** Partnering with reputable service providers committed to stringent data protection practices.
* **Impact Assessments:** Conduct proactive assessments to identify and mitigate transfer risks, ensuring safeguard integrity.

**9. Changes to This Privacy Policy**

Effective from April 8, 2025, this Privacy Policy continues until modifications are enacted. We reserve the right to update this policy, with changes immediately affecting all services upon posting. We recommend reviewing it periodically. Significant changes will be communicated through provided email addresses or posted notices on our website. The most up-to-date version is always accessible as of May 8, 2025, securing your awareness of policy evolutions.

**10. Contact Us**

For inquiries or clarifications regarding this Privacy Policy, reach us through:

* **Email:** [amccard1@petservicedorchester.co.uk](mailto:amccard1@petservicedorchester.co.uk)
* **Postal Address:** The Rural Pet Service, 4 Courtyard Cottages, Piddletrenthide, Dorchester, Dorset, DT2 7QN
* **Telephone:** 01963 846262

Our dedicated team is ready to assist with your privacy concerns, ensuring effective communication and resolution of any issues that arise. Your satisfaction and peace of mind are our priorities.