**Effective Date: 8th May 2025**

This GDPR Policy for [**www.petservicedorchester.co.uk**](http://www.petservicedorchester.co.uk/) outlines the principles and practices that govern the collection, use, and protection of personal data on our website. Our commitment to data protection aligns with the General Data Protection Regulation (GDPR), ensuring transparency, security, and compliance.

**1. Data Protection Principles**

We adhere to the following data protection principles:

* Personal data is used fairly, lawfully, and transparently.
* Data is collected for specified, explicit purposes.
* Data collection is adequate, relevant, and limited to necessary information.
* Information is accurate and kept up to date.
* Data is retained only for as long as necessary.
* Data is secured against unauthorized access, loss, or damage.

**2. What Data We Collect About You**

Personal data refers to any information capable of identifying an individual. We may process the following types of personal data:

* **Identity Data:** First name, maiden name, last name, username, marital status, title, date of birth, gender.
* **Contact Data:** Billing address, delivery address, email, telephone numbers.
* **Financial Data:** Bank account and payment card details.
* **Transaction Data:** Details of payments and purchases.
* **Technical Data:** Login data, IP addresses, browser type and version, time zone setting, location, operating system, and platform.
* **Profile Data:** Username, password, purchases, preferences, feedback, and survey responses.
* **Usage Data:** Information about how you use our website, products, and services.
* **Marketing and Communications Data:** Preferences for receiving marketing communications.

We may also process Aggregated Data, which does not identify you directly, unless linked with personal data. We do not collect Sensitive Data (e.g., race, religion, sex life, health) or data on criminal convictions.

**3. How We Collect Your Personal Data**

We collect data through various methods:

* **Direct Interactions:** Data provided via forms, phone, email, or other communications, including orders, account creation, service subscriptions, contest entries, and feedback.
* **Automated Technologies:** Technical Data collected through cookies, server logs, and similar technologies. For more details, see our [Cookies Policy].
* **Third Parties:** Data from analytics providers, advertising networks, service providers like PayPal, Stripe, and public sources such as Companies House.

**4. Lawful Basis for Processing**

We process your data under GDPR on these bases:

* **Consent:** For marketing communications where you have opted in.
* **Contractual Necessity:** To deliver the products and services you request.
* **Legitimate Interests:** To enhance services, address complaints, and optimize website experiences.

Consent for marketing can be withdrawn anytime by emailing amccard1@petservicedorchester.co.uk.

**5. Disclosures of Your Personal Data**

We may share your data with:

* Service providers for IT and system administration.
* Professional advisers and consultants.
* Regulatory bodies as required by law.
* Third parties in business asset transactions.

All third parties comply with data protection laws.

**6. International Transfers**

For data transfers outside the EEA, appropriate safeguards are implemented:

* Transfer to countries with adequate protection (as per European Commission).
* Approved contracts with data protection standards.
* Transfers to the US compliant with the EU-US Privacy Shield.

For transfer mechanisms, email amccard1@petservicedorchester.co.uk.

**7. Data Security**

Security measures include encryption, secure storage, and regular security audits. Access is limited to individuals who require it for their role and are bound by confidentiality. Data breach procedures ensure notification of affected parties and the ICO within 72 hours as legally required.

**8. Data Retention**

Data is retained only as necessary for legal, accounting, and reporting requirements. Anonymized data may be retained indefinitely. By law, certain customer information is stored for six years for tax compliance.

**9. Individual Rights**

Under GDPR, you have the right to:

* Access, correct, or request erasure of personal data.
* Restrict or object to data processing.
* Request data portability.
* Withdraw consent for data processing.

For rights requests, contact amccard1@petservicedorchester.co.uk.

**10. Third-Party Links**

Our site may contain links to external websites. We are not responsible for their privacy practices and recommend reviewing their privacy policies upon leaving our site.

**11. Cookies**

Manage cookies through browser settings. Refusal of cookies may impact site functionality. For more on cookies, see our [Cookies Policy].

**12. Accountability**

We demonstrate GDPR compliance through documentation, regular reviews, and transparent reports. For detailed guidance, refer to the [ICO's Data Protection Act guide](https://www.gov.uk/data-protection) or the [UK Government's data privacy regulations](https://www.gov.uk/guidance/meet-the-requirements-of-data-privacy-regulations).

**13. Contact Information**

For inquiries or complaints, reach out to us:

* **Email:** amccard1@petservicedorchester.co.uk
* **Postal Address:** 4 Courtyard Cottages, Piddletrenthide, Dorchester, Dorset, DT2 7QN
* **Telephone:** 01963 846262

We are committed to ensuring your data privacy and addressing any concerns you have.