

## **Butter Paws Pet Care – Privacy Policy**

Effective Date: November 2025

Website: [www.butterpawspetcare.com](http://www.butterpawspetcare.com)

Owner: Michelle Crisp

Contact: [michelle@butterpawspetcare.com](mailto:michelle@butterpawspetcare.com)

### **1. INTRODUCTION**

At Butter Paws Pet Care, your privacy matters. This policy explains how we collect, use, and protect your personal information when you visit our website or use our services. We comply with the General Data Protection Regulation (GDPR) and Portuguese data protection law.

### **2. INFORMATION WE COLLECT**

We may collect: your name, phone number, and email address; your address and emergency contact for providing in-home pet care; information about your pets (name, breed, medical needs, routines); messages sent via email, social media, or WhatsApp; and basic website usage data (via cookies/analytics).

### **3. HOW WE USE YOUR INFORMATION**

We use your information to respond to enquiries, manage bookings, provide agreed services, send confirmations/updates, maintain records for insurance and legal compliance, and improve our services. We do not sell or rent your data to third parties for marketing.

### **4. COMMUNICATION**

We may contact you by email, phone, or WhatsApp for booking updates and service arrangements. You can opt out of non-essential messages at any time.

### **5. DATA STORAGE & SECURITY**

Information is stored on password-protected devices and reputable cloud services. Physical documents (e.g., pet forms or keys) are kept in a locked and secure location. We take reasonable steps to prevent loss, misuse, or unauthorised access.

### **6. SHARING YOUR INFORMATION**

We may share limited information when necessary, e.g., with a veterinarian if your pet needs treatment, or with legal/insurance bodies where required by law. Any third parties must keep your data confidential and secure.

### **7. YOUR RIGHTS**

Under GDPR you may request access, correction, deletion (where legally possible), or restriction of your data; object to processing; withdraw consent for communications; and complain to the CNPD (Comissão Nacional de Proteção de Dados). To exercise these rights, contact us at [michelle@butterpawspetcare.com](mailto:michelle@butterpawspetcare.com).

## 8. COOKIES

Our website may use cookies to improve functionality and user experience. You can manage or disable cookies in your browser settings.

## 9. DATA RETENTION

We keep personal data only as long as necessary for the purposes described above and to meet legal, tax, and insurance obligations. We securely delete or anonymise data when it is no longer required.

## 10. INTERNATIONAL TRANSFERS

If we use service providers outside the EEA, we ensure adequate safeguards are in place to protect your data.

## 11. CHANGES TO THIS POLICY

We may update this policy from time to time. The latest version will always be available on our website.

## 12. CONTACT US

If you have questions about this policy or how we handle your data, please contact:  
Butter Paws Pet Care – [michelle@butterpawspetcare.com](mailto:michelle@butterpawspetcare.com)