

Customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Telephone

07866077806

Email

alfiethetherapyhorse@gmail.com

Website

www.alfiethetherapyhorse.com

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Names and contact details
- Addresses

- Date of birth
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits)
- Health information (including dietary requirements, allergies and health conditions)
- Health and safety information
- Account information
- Website user information (including user journeys and cookie tracking)
- Photographs or video recordings
- Records of meetings and decisions

We also collect or use the following information to **provide services and goods, including delivery**:

- Health information

We collect or use the following information for **the operation of customer accounts and guarantees**:

- Names and contact details
- Addresses
- Payment details (including card or bank information for transfers and direct debits)
- Purchase history
- Account information, including registration details

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details

- Addresses
- Marketing preferences
- Location data

We collect or use the following information for **research or archiving purposes**:

- Names and contact details
- Addresses
- Location data
- Recorded images, such as photos or videos
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Address

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal

information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)

- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** - When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection

rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - we collect Information to allow us to carry out our work. Collecting this information helps us Provide the best service possible

Our lawful bases for collecting or using personal information for **the operation of customer accounts and guarantees** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - we only store information which allows us to carry out our service's so we can create the best customer experience

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - we collect information for marketing & advertising purposes for updates on services and bookings. Collecting this information helps us Provide the best service possible

Our lawful bases for collecting or using personal information for **research or archiving purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - we only store information which allows us to carry out our service's so we can create the best customer experience. we Hold C.C.T.V videos for security purposes

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - We Collect information to deal with Queries/Complaints so that we can help and understand what your needs are so that we can help in the best way

Where we get personal information from

- Directly from you
- Schools, colleges, universities or other education organisations
- Councils and other public sector organisations

How long we keep information

we only store information for as long as it is relevant, and it will be destroyed or securely archived after that

Who we share information with

Others we share personal information with

- Organisations we’re legally obliged to share personal information with
- Emergency services
- Publicly on our website, social media or other marketing and information media

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

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6 November 2024