



Privacy & Data Protection Policy

Amanda's Ark
Pet Care

Your Privacy

This privacy policy sets out how Amanda's Ark uses and protects any information that you provide us when you use our company, we strongly recommend you read the full policy. Amanda's Ark is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our company and the services we offer, then you can be assured that it will only be used in accordance with this privacy statement. We may change this policy from time to time by updating this page. This policy is effective from 21 May 2018.

Why we collect your information

We may obtain, use, process and disclose personal data to:

- Provide you with professional services
- Undertake quality, security and risk management activities
- Provide you with information about us and our services
- Develop our business and services
- Comply with legal, regulatory or professional body requirements

What information we collect

We may collect the following information:

- Full name, contact and personal details including email address
- Demographic information such as postcode, preferences and interests
- Information regarding your pet, as detailed on the owner and pet details form
- Other information relevant to customer surveys and/or marketing offers



07840 214 613 01473 333 493

info@amandasark.co.uk

www.amandasark.co.uk

5 Spindler Close, Kesgrave, Suffolk, IP5 2DA



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What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

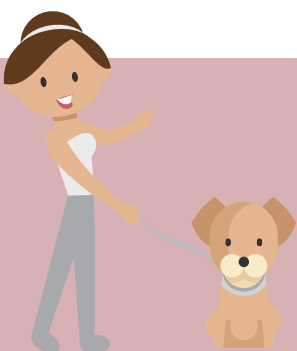
- Internal record keeping
- We may use the information to improve our products and services
- We may periodically send promotional emails about new services, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or mail. We may use the information to customise the website according to your interests.

Who we share your information with

- We will only share your information when we are legally permitted to do so and then only when it is appropriate to do so, in order to provide you with an effective service. When we do share data we will put in place appropriate contractual and other arrangements to protect the data and comply with our legal obligations.

We may share personal data with

- Any veterinary practice, in case of emergency
- We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so and we will not use your personal information to send you promotional information about third parties.



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Security and storage of personal data

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we hold.

We retain personal data for as long as we consider it necessary for the purpose for which it was collected including as required by law or regulation. We will delete data 2 years after we cease to act for a client. Some data is deleted sooner, where it is not required.

Your legal rights

You may request details of personal information which we hold about you. If you would like a copy of the information held on you please write to the Company Director, Amanda Fraser Fish, amanda@amandasark.co.uk

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

Where we process personal data based on consent you have the right to withdraw consent at any time. We do not generally process personal data based on consent as we can usually rely on another legal basis. With the exception of retain the right to keep your basic contact details for invoicing purposes.

To withdraw consent to our processing of your personal data please email amanda@amandasark.co.uk

You may have other rights such as the right to deletion, or to restrict processing. If you wish to exercise any of these please email amanda@amandasark.co.uk



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Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other websites

Our website may sometimes contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

This policy is in accordance with all relevant Data Protection Legislation and guidelines.



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