

Karma Dogs values your privacy and we take great care with your personal data. This privacy statement outlines how Karma Dogs collects, uses, maintains and discloses information collected and how we follow data protection laws.

This privacy notice applies to the information on how Karma Dogs collects and processes your personal data on a) our website (www.karmadogs.co.uk) including any data you provide through our website and b) any other channel like email, phone, post, or electronic communication).

What Personal Data we collect and why we collect it

We acquire personal data and personal information, means any information about an individual from which that person can be identified. This could include clients and those who have made enquiries regarding possible services but have not subsequently become clients of our business. We will collect, store, and use the following categories of personal information about our clients:

- Personal contact details such as name, title, postal addresses, telephone numbers, and personal email addresses.
- We may also collect and store the following categories of personal information about clients and enquirers if it is deemed appropriate such as gender, marital status, occupation or medical disabilities.
- Details about your dog(s) such as name, breed, age and their training and medical history.
- Transactional information including services purchased from Karma Dogs and payment details.
- It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes during your working relationship with us.

Why we hold information about our clients

It is necessary to hold data for our legitimate business and will only retain data which we reasonably require and for a period which is reasonably necessary. We will not disclose your data to the third parties unless you have consented for us to do so or we are otherwise required to do either contractually or under another law or enactment.

We collect personal information about clients directly from themselves when they contact us via telephone, email, social media or through our website. Client and business data are stored within a GDPR compliant cloud account with a mirrored copy of the data saved on a standalone server located in our office that is password encrypted. Data on current clients that we are actively working with is also stored in our mobile telephone that is also password encrypted. If our coaching is carried out via Zoom or Skype or a similar communication application, contact data will be stored within the application for the duration that we are actively in a coaching relationship.

We reserve the right to change the systems in which data is stored without notification to another equivalent system but at all times we will ensure the appropriate security of your data and GDPR compliance.

Our website may use “cookies” to enhance the user experience. A user’s web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. You may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of our website may not function properly.

Most commonly, we will use your personal information in the following circumstances:

1. Where we need to perform the contract, we have entered into with you to assist you with training your dog and to improve the service we offer.
2. Where we need to comply with a legal obligation.
3. Where it is necessary for our legitimate interests and your interests and fundamental rights do not override those interests.

We may also use your personal information in the following situations - where we need to protect your interests (or someone else's interests) or where it is needed in the public interest (or for official purposes).

Situations in which we will use your personal information

We need all the categories of information in the list above primarily to allow us to perform our contract with you and to enable us to comply with legal obligations. In some cases, we may use your personal information to pursue legitimate interests of our own or those of third parties, provided your interests and fundamental rights do not override those interests. The situations in which we will process your personal information are listed below.

1. To administer the contract, we have entered into with you to help you train your dog.
2. To market other products or services which we offer which may be of interest to you.
3. To inform you about updates about our services.
4. Dealing with legal disputes involving you or to prevent fraud.
5. To administer our business which may include disclosure of client data to our accountant.

Some of the above grounds for processing will overlap and there may be several grounds which justify our use of your personal information. In certain circumstances listed above, we hold your data to market other services to you, send you emails or communications with information that we think may interest you. We have a legitimate business interest in retaining your data for this purpose, but you may 'opt out' of receiving these types of communications from us. If you fail to provide certain information when requested, we may not be able to perform the contract we have entered with you or we may be prevented from complying with our legal obligations. All information is stored electronically and will be electronically deleted when requested. Email contacts if asked to be included on our mailing list will be kept until you ask for removal.

Change of purpose

We will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so. Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law. We reserve the right to update this privacy notice at any time, and we will provide a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.

Why might we share your personal information with third parties?

We will share your personal information with third parties where required by law, where it is necessary to administer the working relationship with you or where we have another legitimate interest in doing so.

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. Details of these measures may be obtained directly from karmadogsnow@gmail.com.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

The transmission of information via the internet is not completely secure so we cannot guarantee the security of your data transmitted online and transmission is made at your own risk. If you communicate with us by email then you assume the risks of such communications being intercepted, not received or delivered, or received by individuals other than the intended recipient.

How long will we use your information for?

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. In some circumstances we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you. In respect of client data, you can expect us to hold data relating to your instructions for a period of seven years after completion of the last coaching interaction. The reason for this is that the Limitation Act 1980 typically provides that legal proceedings for breach of contract or negligence can be brought up to six years after the events. We therefore have a legitimate business interest in retaining the data should any subsequent legal proceedings ensue. Given the nature of our services clients often return to us with repeat instructions within weeks, months or years of contacting us in the first instance. The seven-year period referred to above will start from the last contact we had with the client, third party or supplier, to ensure we are able to assist as and when we need to. Should you not contact us for seven years, we will confidentially destroy all data held for you.

Website Data and Cookies

When you visit our website, we collect certain information related to your device, such as your device's IP address, referring website, what pages your device visited, and the time that your device visited our website.

In order to enable us to provide you with a personalised browsing experience, our website may use cookie information collection technology. Cookies are small pieces of information that are issued to your computer when you enter a website. Cookies are stored by your browser on your computer's hard drive, and they can be used for a wide range of purposes, such as identifying your computer's previous visits to this website, to ascertain the most popular features of this website and to show you relevant advertising as you browse the internet. Like many other websites, our website uses cookies as they enable us to identify your computer when you visit this website. We also use cookies to develop a clearer picture of which parts of this website are the most popular to its visitors, and your preferences. You are not obliged to accept cookies and you may amend your browser's settings to prevent it from accepting cookies.

Contact

If you have any questions about this privacy notice or how we handle your personal information, please contact us at karmadogsnow@gmail.com.