

## **Privacy Policy**

### About this policy

The Data Controller (the person responsible for looking after your data) is Nicholas Ricketts  
We are grateful for the trust you place in us, to arrange your pets cremation and to use your personal information responsibly. We are committed to protecting your information and we believe you have a right to know how we will use it.

This policy sets out the data protection principles we follow.

This policy covers our dealings with clients – people who have booked a pets cremation.

Please note that owners are assumed to be over the age of 18 and we do not therefore collect personal information from children.

We will update our Privacy Policy as data protection law or business practice changes.

You can always find the latest version of this policy on our website, [www.pawstorest.co.uk](http://www.pawstorest.co.uk)

This version of the policy is effective from 24 May 2018.

### Data Protection Officer

Our Data Protection Officer is Nicholas Ricketts, who may be contacted via email at [admin@pawstorest.co.uk](mailto:admin@pawstorest.co.uk) or via post, to Paws to Rest, Nunclose, Armathwaite Carlisle CA4 9TJ

### Your rights

We generally use your data either on the basis of your consent, or based on a contract between us (e.g. when you book a cremation). You have the right to withdraw your consent. If you withdraw your consent (e.g. by opting out), we will stop processing your data as requested. Bear in mind if you have used our services, we'll still need to hold onto your data. That's because the contract between us is the basis for using your data (rather than consent). For more information, see the "Legal basis of processing" section below. If you are concerned about the processing of your data, please contact our Data Protection Officer (see above). If you are unhappy with our use of your data, you also have the right to make a complaint to the Information Commissioner's Office, which supervises data protection in the UK.

You have the right to receive a copy of your personal data. You also have the right to request that we correct or remove your data, when there remains no legal basis for keeping it. Please note that when these rights are exercised, we will conduct identification checks in order to ensure your privacy is safeguarded. You will need to contact us by email or post, to exercise these rights

### Personal information we collect

In order to provide you with the best possible service, we collect the following information:

Identification: name, title,

Contact details: postal addresses (main and billing), phone numbers, email addresses.

Account login details: email address, password (which is stored in encrypted form).

Payment: method, the last four digits of card numbers, payment card expiry date, amounts collected, third party payment service provider references.

Please note that we do not capture or store your full card details: payment is handled by our payment service providers (see below).

### How we use your personal information

We use your personal information to:

Manage your pet's cremation and ancillary purchases

Process your payments

## How we collect personal information

We receive personal information from:

You, as you provide it to us

Your use of our website

## Legal basis of processing

There are several grounds on which we will store and use your data. As follows:

**Consent:** for certain types of processing (e.g. marketing activities), we rely on your consent to use your data. You may withdraw your consent at any time (see “Your rights”, above).

**Contract:** much of the time, our use of your data will be because of the contract between us – that is, in relation to your pet's cremation. We will usually retain relevant data for up to six years from the date the contract completes – e.g. the day of cremation.

**Legal obligations:** we are under certain binding legal obligations, such as accounting to the government for tax and making financial records available to our accountants. In such cases, we are typically obliged to retain data for up to seven years from the date of the transaction.

**Legitimate interests:** we use data to manage our operations and to make business process improvements. Rest assured, our legitimate interests will never override your right to privacy

## How we share your personal information

If you permit us to send you marketing information, we may share your data with companies that provide specialist marketing platforms. These companies are under strict obligations to protect your privacy and comply with your marketing preferences.

Our marketing partner companies are:

Mailchimp.com

Notes:

1. We store your data in certain cloud services provided by third parties.  
Those third parties do not however have access to your data.
2. We do not transfer your data outside the UK or the European Union.
3. We may engage selected specialist third parties to assist in posting items to you,  
such as brochures and leaflets. Those third parties do not retain access to your data.

## Security of your data

We protect your data with various technological measures and physical security.

We also regularly test and evaluate the security of our systems, updating safeguards as appropriate. Our staff are trained in the importance of security and privacy and we treat breaches of confidentiality and privacy as disciplinary matters.

Our ICO registration reference is ZA176642

## Payment service providers

In order to ensure your transactions are as secure as possible, we hand over payment card processing to the following suppliers:

PayPal (Europe) S.à r.l. et Cie, S.C.A

Worldpay