



**Pawsitive Vet Care**  
**Home Visit Vet**

# Privacy Notice

## Our contact details

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Address: 94 Deansway

Phone Number: 01926 266141

E-mail: [admin@pawsitivevetcare.co.uk](mailto:admin@pawsitivevetcare.co.uk)

## What type of information we have

Personal data, or personal information, means any information about an individual (the 'Data Subject') from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- **Identity Data** including first name, last name, title, username, date of birth and gender.
- **Contact Data** including address, email address and telephone numbers.
- **Pet Data** including the name, species, breed, gender, insurance records and medical history of your pet(s).
- **Financial Data** including bank account and payment card details.
- **Transaction Data** including details about payments to and from you and other details of products and veterinary services you have purchased from us.
- **Technical Data** including internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website.

- **Profile Data** including username and password for your account, purchases or orders made by you, your interests, preferences, feedback and survey responses.
- **Usage Data** including information about how you use our website, products and veterinary services.
- **Marketing and Communications Data** including your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use, and share **Aggregated Data** such as statistical or demographic data for certain purposes. Aggregated Data may be derived from your personal data but is not considered personal data in law, as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

### If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with products or veterinary services). In this case, we may have to cancel a product or service you have with us. We will notify you if this is the case at the time.

## How we get the information and why we have it

We use different methods to collect data from and about you including through:

- Direct interactions. You may give us your Identity, Contact, Pet and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
  - register with our practice;

- request our products or services;
- subscribe to our publications;
- request marketing to be sent to you;
- enter a competition, promotion or survey; or
- give us feedback on our products or services.
- Automated technologies or interactions. As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. Please see our cookie policy for further details.
- Third parties or publicly available sources. We may receive personal data about you from various third parties [and public sources] as set out below
  - Technical Data from the following parties:
    - (a) analytics providers [such as Google based outside the EU];
    - (b) Contact, Financial and Transaction Data from providers of technical, payment and delivery services [such as PAYPAL based outside the EU]
  - Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the EU.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- **Your consent. You are able to remove your consent at any time. You can do this by contacting [admin@pawsitivevetcare.co.uk](mailto:admin@pawsitivevetcare.co.uk).**
- **We have a contractual obligation.**
- **We have a legal obligation.**
- **We have a legitimate interest.**

## What we do with the information we have

We use the information that you have given us in order to

Purpose/Activity	Type of data	Lawful basis
To register you as a new client	<ul style="list-style-type: none"> <li>a) Identity</li> <li>b) Contact</li> <li>c) Pet</li> </ul>	Contractual
To process payments for products and services provided to you including: <ul style="list-style-type: none"> <li>a) Managing payments, fees and charges</li> <li>b) Recovering debt owed to us</li> </ul>	<ul style="list-style-type: none"> <li>a) Identity</li> <li>b) Contact</li> <li>c) Pet</li> <li>d) Financial</li> <li>e) Transaction</li> </ul>	<ul style="list-style-type: none"> <li>a) Contractual</li> <li>b) Legitimate interest (recovering debts due to us)</li> </ul>
To manage our relationship	<ul style="list-style-type: none"> <li>a) Identity</li> </ul>	a) Contractual

<p>with you which will include:</p> <ul style="list-style-type: none"> <li>a) Notifying you of treatments that your pet is due, or which may be beneficial to your pet</li> <li>b) Notifying you about changes to our terms and conditions or privacy notice</li> <li>c) Asking you to leave a review or take a survey</li> </ul>	<ul style="list-style-type: none"> <li>b) Contact</li> <li>c) Pet</li> <li>d) Profile</li> <li>e) Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>b) Legal</li> <li>c) Legitimate interests (to keep our records updated and study how we can improve our products and services)</li> </ul>
<p>To enable you to participate in a prize draw or competition</p>	<ul style="list-style-type: none"> <li>a) Identity</li> <li>b) Contact</li> <li>c) Pet</li> <li>d) Profile</li> <li>e) Marketing and Communications</li> </ul>	<p>Contractual</p> <p>Consent</p>
<p>To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<ul style="list-style-type: none"> <li>(a) Identity</li> <li>(b) Contact</li> <li>(c) Pet</li> <li>(d) Technical</li> </ul>	<p>Legitimate interest (for running our business, provision of administration and IT services, network security, and to prevent fraud)</p> <p>Legal</p>
<p>To use data analytics to improve our website, products/services, marketing, customer relationships and experiences</p>	<ul style="list-style-type: none"> <li>(a) Technical</li> <li>(b) Usage</li> </ul>	<p>Legitimate interest (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)</p>
<p>To inform you of products and services that may be of interest to you</p>	<ul style="list-style-type: none"> <li>a) Identity</li> <li>b) Contact</li> <li>c) Pet</li> <li>d) Profile</li> <li>e) Usage</li> <li>f) Marketing and Communication</li> </ul>	<p>Consent</p>

We share this information with specific third parties such as Digitail who provide our practice management system. Their privacy policy can be found at <https://pet.digitail.io/privacy-policy/>

We may share this information with:

- Service providers [acting as processors] based in the United Kingdom and the EEA who provide IT and system administration services.
- Service providers [acting as processors] based in non-EEA countries where appropriate safeguards have been put in place to allow for restricted transfers of personal data.
- Professional advisers including lawyers, bankers, auditors and insurers based in the United Kingdom and the EEA who provide consultancy, banking, legal, insurance, debt and accounting services.
- HM Revenue & Customs, regulators and other authorities based in the United Kingdom who require reporting of processing activities in certain circumstances.

## How we store your information

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

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

We keep all of the above information for a period of 7 years after you cease to be a customer for legal and tax purposes. We will then dispose of your information by shredding any paper documents and permanent deletion of electronic information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

## Your data protection rights

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your information in certain circumstances.

**Your right to object to processing** - You have the right to object to the processing of your personal data in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [admin@pawsitivevetcare.co.uk](mailto:admin@pawsitivevetcare.co.uk) if you wish to make a request.

## How to complain

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

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

Helpline number: 0303 123 1113

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