

PRIVACY POLICY

Information Governance & Data Protection Notice for Pet Services Inquiry & Registration

Effective Date:	August 30, 2026	Applicable Jurisdiction:	UK GDPR & Data Protection Act 2018
Data Controller:	Fellside Dog Training Ltd	Contact Email:	info@fellsidedogtraining.co.uk

This Privacy Policy outlines how **Fellside Dog Training Ltd** ("we", "us", or "our") collects, uses, stores, and protects the personal data you provide when completing our online inquiry and booking form on our website. We are committed to processing your information transparently, lawfully, and securely in accordance with applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Specific Information We Collect

When you complete and submit our website inquiry form, we collect specific categories of personal and pet-related information directly from you. Based on our registration form, the data collected includes:

Form Field	Data Collected	Category / Classification
First & Last Name	Your full legal or preferred name	Personal Identification
Email Address	Your personal or professional email address	Contact Data
Phone Number	Telephone/mobile number (including country prefix)	Contact Data
Postcode	Your postal code / geographic area	Location Data
Dog's Name & Age	Pet identification details and age in years/months	Service Requirement Data
Dog's Breed	Specific breed information (e.g., Golden Retriever)	Service Requirement Data
Service Interest	Selected service choice (e.g., Grooming, Training, Walking, Boarding)	Service Choice Data

2. How We Use Your Information (Purposes & Legal Bases)

We process your personal information for the following specific purposes and under the corresponding legal grounds under UK GDPR Article 6:

- Service Provision & Consultation:** To evaluate your inquiry, verify our availability within your postcode area, match your dog's specific needs with appropriate care, and provide tailored pet service options. *(Legal Basis: Contractual Necessity / Steps prior to entering a contract - Art. 6(1)(b)).*
- Communication:** To contact you via email, SMS, or phone regarding your request, schedule services, or answer follow-up questions. *(Legal Basis: Legitimate Interest / Contractual Necessity - Art. 6(1)(f) & (b)).*
- Local Service Logistics:** Utilizing your postcode to determine travel distances, service routes, and local team availability. *(Legal Basis: Legitimate Interests - Art. 6(1)(f)).*
- Marketing Communications (Optional):** If enabled or consented to, sending you updates, seasonal offers, and news about our services. You can opt out at any time. *(Legal Basis: Consent - Art. 6(1)(a)).*

3. Automated & Technical Data Collection

In addition to the information you manually submit in the form, our website automatically receives technical parameters when you access our site, including:

- IP address and broad geographic region.
- Browser type, version, and device operating system.
- Usage patterns, page views, and submission timestamps via essential analytics cookies.

4. How We Share & Transfer Your Data

We strictly do **not** sell, rent, or trade your personal information to third parties. We only share your data with trusted third-party service providers who act as data processors on our behalf, under strict confidentiality agreements:

- **Web Hosting & Form Processors:** Platform providers that securely host our website and process form submissions.
- **CRM & Booking Systems:** Software applications used to manage customer records and operational schedules.
- **Communication Providers:** Email and SMS delivery platforms utilized to send transactional updates and booking reminders.

5. Data Retention

We only retain your personal data for as long as necessary to fulfill the purposes for which it was collected, including for satisfying legal, accounting, or reporting requirements:

- **Unfulfilled Inquiries:** Retained for up to 6–12 months to address follow-up questions before being permanently deleted.
- **Active Client Records:** Kept for the duration of our ongoing service relationship plus up to 6 years for tax and legal compliance.

6. Your Legal Rights (UK & EU GDPR)

Under data protection law, you possess several key rights regarding your personal information:

- **Right of Access:** Request a copy of the personal data we hold about you.
- **Right to Rectification:** Request correction of inaccurate or incomplete information.
- **Right to Erasure ("Right to be Forgotten"):** Request deletion of your personal data where there is no legal requirement for us to maintain it.
- **Right to Restrict or Object:** Restrict or object to our processing of your personal data under certain conditions.
- **Right to Data Portability:** Receive your data in a structured, commonly used machine-readable format.

To exercise any of these rights, please contact our Data Protection lead at info@fellsidedogtraining.co.uk.

7. Security Measures

We employ appropriate technical and organizational measures to safeguard your personal data against unauthorized access, alteration, disclosure, or destruction. These measures include encrypted SSL connections (HTTPS) on form submissions, access restrictions, and secure server environments.

8. Updates to This Privacy Policy

We reserve the right to update this Privacy Policy at any time to reflect changes in our practices or statutory regulations. Any revisions will be published on this page with an updated "Effective Date".

9. How to Contact Us or Lodge a Complaint

If you have questions, concerns, or requests regarding this Privacy Policy, please contact us at:

Fellside Dog Training Ltd

Address: Beckermest, Cumbria

Email: info@fellsidedogtraining.co.uk

Phone: 07758774191

If you are residing in the UK and feel we have not adequately addressed your concern, you have the right to lodge a complaint with the UK Information Commissioner's Office (ICO) at ico.org.uk.

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