

Privacy Policy

This privacy policy sets out how Aquavet Ltd uses and protects any information that you give Aquavet Ltd when you register for pet Hydrotherapy treatment.

Aquavet Ltd is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when registering; then you can be assured that it will only be used in accordance with this privacy statement. Aquavet Ltd may change this policy from time to time. Clients will be notified of any changes.

This privacy policy was last updated on 18 May 2018.

1. WHAT WE COLLECT

We may collect the following information: a) Name, b) Contact information including email address and telephone numbers, c) Demographic information such as postcode.

2. 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:

- Where the information is necessary for the adequate performance of the contract between you and us for us to provide our services
- For customer service and resolution purposes
- Internal record keeping.

We may use the information to improve our products and services.

We may periodically send promotional emails about new products, 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 send you relevant, personalised communications by email or occasionally by post in relation to updates, offers, services and products. We'll do this on the basis of our legitimate business interest. You are free to opt out of hearing from us by email or post at any time by writing to us or emailing us at info@aquavet.co.uk

We may use the information for the purposes of fraud detection and prevention and enhancing safety on our website.

We have a legitimate interest in obtaining and using the information as set out above in being able to provide and improve the service and marketing that you receive from Aquavet Ltd. You can opt-out of receiving marketing communications from us by writing to or emailing us at info@aquavet.co.uk

3. WHO WE SHARE YOUR INFORMATION WITH

We do not share your information with any third parties.

4. 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.

The business computer system is password protected, regularly backed up and has recommended Anti-Virus software installed.

5. CONTROLLING YOUR PERSONAL INFORMATION

You may exercise any of the rights described in this section by sending an email to info@aquavet.co.uk. Please note that we will ask you to verify your identity before taking further action on your request. We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

- **Managing Your Information.** You may amend your personal information – change of name, address, telephone, email by emailing us at info@aquavet.co.uk. Please include the name of your pet in the update as sometimes owners and pets have different surnames.
- **Rectification of Inaccurate or Incomplete Information.** You have the right to ask us to correct inaccurate or incomplete personal information concerning you by emailing us at info@aquavet.co.uk.
- **Data Access and Portability.** You have the right to request copies of your personal information held by us. You may also be entitled to request copies of personal information that you have provided to us in a structured, commonly used, and machine-readable format.
- **Data Retention and Erasure.** We generally retain your personal information for a period of seven years after your last active use of our services, (in line with our legal obligation to keep order information for this duration for tax, legal reporting and auditing obligations). If you no longer want us to keep your information, you can request that we erase your personal information and close your Aquavet account. Please note that if you request the erasure of your personal information:
 - a. We may retain some of your personal information as necessary for our legitimate business interests, such as fraud detection and prevention and enhancing safety.
 - b. We may retain and use your personal information to the extent necessary to comply with our legal obligations. For example, we may keep some of your information for tax, legal reporting and auditing obligations.
 - c. Additionally, some copies of your information (e.g. log records) may remain in our database, but are disassociated from personal identifiers.

Withdrawing Consent and Restriction of Processing.

Generally we do not rely on consent as a legal basis for processing your personal data. Where you have provided your consent to the processing of your personal information by Aquavet Ltd you may withdraw your consent at any time by sending a communication to Aquavet Ltd specifying which consent you are withdrawing.

Please note that the withdrawal of your consent does not affect the lawfulness of any processing activities based on such consent before its withdrawal.

Additionally, you have the right to limit the ways in which we use your personal information, in particular where

- (i) you contest the accuracy of your personal information;
- (ii) the processing is unlawful and you oppose the erasure of your personal information;
- (iii) we no longer need your personal information for the purposes of the processing, but you require the information for the establishment, exercise or defence of legal claim.

Objection to Processing and Profiling.

You are entitled to require Aquavet Ltd not to process your personal information for certain specific purposes (including profiling) where such processing is based on legitimate interest. If you object to such processing Aquavet Ltd will no longer process your personal information for these purposes unless we can demonstrate compelling legitimate grounds for such processing or such processing is required for the establishment, exercise or defence of legal claims.

Data Security. The security of your data is very important to us. With this in mind we will take all appropriate steps to protect your data and will treat it with the utmost care and attention. We use 'https' technology to secure access to all areas of our data systems and website. We ensure that our systems are regularly monitored for possible vulnerabilities and attacks.

Lodging Complaints. You have the right to lodge complaints about the data processing activities carried out by Aquavet Ltd before the Information Commissioner's Office. In the UK, please read: <https://ico.org.uk/for-the-public/raising-concerns/> for details of how to do this. We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

We will not sell, distribute or lease your personal information to third parties unless we have your permission, are required by law to do so or it is required for the provision of our services as detailed above.