

## **Customer Privacy Notice**

For the purpose of the General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679) , the data controller is Dogsboddy Technology Ltd of Cody Technology Park, Old Ively Road, Farnborough, Hampshire, GU14 0LZ If you have any questions our current details are on our [contact us](#) page.

### **Dogsboddy Technology Ltd. do not:**

- buy or sell personal data.
- use automated decision making, including profiling

### **What personal data do we collect?**

GDPR applies to 'personal data' only meaning any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier.

Dogsboddy Technology Limited obtain personal data from:

- the individual directly
- publicly accessible sources
- 3rd parties, such as information from credit reference agencies and fraud protection agencies

Dogsboddy Technology do not process any Special categories of personal data.

### **Why do we use your personal data?**

**Providing our service** – We use your personal data to enable us to provide you our services. We may also validate your information (and, in some cases, match it against information that has been collected by a third party, for example Companies House) to check that the data we hold about our customers is accurate, consistent and current.

**Improving our services** – We will also use and analyse your personal data and financial data so that we can administer, support, improve and develop our business and customer service generally.

**Legal Requirements** – We may use your personal data to comply with any legal obligations to which we are subject.

Our lawful basis for processing your personal data is:

- Processing is necessary for the performance of a contract or to take steps to enter into a contract
- Processing necessary for compliance with a legal obligation

If you fail to provide such data we will be unable to provide our services to you.

### **Sharing your personal data**

Your personal data will be treated as strictly confidential, and will be shared only with our data processors. Due diligence is taken when any data processor is contracted by us.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Dogsboddy Technology Ltd or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our [terms and conditions](#) of supply and other

agreements; or to protect the rights, property, or safety of Dogsboddy Technology Ltd., our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

### **How long do we keep your personal data?**

We keep your personal data for no longer than reasonably necessary and in order to comply with UK laws, internal policies and/or based on industry guidelines.

To ensure the integrity of our systems and your data, we utilise various technologies to continually take secure, backups. Data remains archived within these backups and these are maintained according to our data retention policy, after which they are removed.

### **Transfer of Data Abroad**

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA").

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

### **Your rights and your personal data**

Unless subject to an exemption under the GDPR, you have the following rights with respect to your personal data:

1. The right to be informed (the purpose of this Privacy Notice)
2. The right of access – The right to request a copy of the personal data we hold about you
3. The right to rectification – The right to request that we correct any personal data if it is found to be inaccurate or out of date
4. The right to erasure – You have the right to request we erase your personal data. The right is not absolute and only applies in certain circumstances.
5. The right to restrict processing – The right to request the restriction or suppression of your personal data. The right is not absolute and only applies in certain circumstances.
6. The right to data portability – The right only applies to information an individual has provided to us.
7. The right to object to the processing of your personal data in certain circumstances.
8. Rights in relation to automated decision making and profiling – Not applicable to Dogsboddy Technology Ltd.

Dogsboddy Technology may ask you to provide proof of identity before considering any request.

### **Changes to our privacy policy**

Any changes we may make to our privacy policy in the future will be posted on this page. Please check back frequently to see any updates or changes to our privacy policy.

### **How to make a complaint**

To exercise all relevant rights, queries or complaints please in the first instance contact us.

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the Information Commissioners Office <https://ico.org.uk/>