

Data Protection & Privacy Policy

Last updated: [01.01.26]



1. Introduction

Rooted Dog Training is committed to protecting your personal data and respecting your privacy.

This policy explains how we collect, use, store, and protect your personal information when you visit our website, contact us, book services, make payments, or subscribe to our mailing list.

We comply with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

2. Data Controller

The data controller is:

Rooted Dog Training

Email: [info@rooteddogtraining.co.uk]

Location: United Kingdom

3. Personal Data We Collect

We may collect and process the following personal data:

a) Information you provide directly

- Name
- Email address
- Phone number
- Billing address
- Information about your dog (e.g. name, breed, age, behaviour concerns)
- Enquiry details submitted via contact forms, email, or social media
- Mailing list subscription preferences

b) Payment information

When you make an online payment, we collect:

- Transaction details (such as date, amount, and service purchased)

We do not store or process your full card details.

Payments are handled securely by third-party payment providers.

c) Automatically collected data

When you visit our website, we may collect:

- IP address
- Browser type and version
- Device and operating system
- Pages visited and time spent on the site

This information is collected through cookies and analytics tools.

4. How We Use Your Data

We use your personal data to:

- Respond to enquiries and provide dog training services
- Manage bookings, payments, and client records
- Send appointment confirmations and service updates
- Send marketing emails if you have subscribed to our mailing list
- Improve our website, services, and customer experience
- Meet legal, accounting, and regulatory obligations

We **never sell or rent your personal data** to third parties.

5. Email Marketing & Mailing List

If you subscribe to our mailing list, we may send you:

- Training tips and advice
- News, updates, and offers
- Information about services or events

You will only receive marketing emails if you have **actively opted in**.

You can unsubscribe at any time by:

- Clicking the unsubscribe link in any email, or
- Contacting us directly at [info@rooteddogtraining.co.uk]

6. Lawful Basis for Processing

Under UK GDPR, we process your data using the following lawful bases:

- **Consent** – for mailing list subscriptions and contact forms
- **Contract** – to deliver services you have booked or paid for
- **Legal obligation** – for tax, accounting, or regulatory purposes
- **Legitimate interests** – to run and improve our business in a fair and reasonable way

7. How We Store and Protect Your Data

We take appropriate technical and organisational measures to protect your data, including:

- Secure, password-protected systems
- Limited access to personal information
- Reputable third-party service providers

We retain personal data only for as long as necessary for the purposes outlined in this policy or to comply with legal requirements.

8. Sharing Your Data

We may share your personal data with trusted third parties, including:

- Website hosting providers
- Online booking systems
- Email marketing platforms
- Payment processors (e.g. Stripe, PayPal, or similar providers)

All third parties are required to process your data securely and in line with data protection law.

We do not transfer your data outside the UK unless appropriate safeguards are in place.

9. Your Data Protection Rights

You have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data

- Restrict or object to processing
- Request data portability
- Withdraw consent at any time

To exercise your rights, please contact us at: [\[info@rooteddogtraining.co.uk\]](mailto:info@rooteddogtraining.co.uk)

You also have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**:

<https://ico.org.uk>

10. Cookies

Our website uses cookies to:

- Ensure the website functions correctly
- Analyse website traffic and performance

You can manage or disable cookies through your browser settings.
For more details, please see our **Cookie Policy** (if applicable).

11. Third-Party Links

Our website may include links to third-party websites.
We are not responsible for the privacy practices or content of those sites.

12. Changes to This Policy

We may update this policy from time to time.
Any changes will be posted on this page with an updated revision date.

13. Contact Us

If you have any questions about this policy or how your data is handled, please contact:

Rooted Dog Training

Email: [\[info@rooteddogtraining.co.uk\]](mailto:info@rooteddogtraining.co.uk)