

Take the Lead Dog Training (Sole Trader: James Penrith)

## **Privacy Notice**

Last updated 14/05/2018 by Louise Penrith

## Take the Lead Dog Training GDPR Privacy Notice

Take the Lead Dog Training takes its obligations concerning data protection seriously. We are providing this notice, so you have information about how we collect and process your personal information. We ask you to please read this Privacy Notice as it has important information you need to know.

### How do we use your personal information?

This privacy notice is to let you know how Take the Lead Dog Training, promise to look after your personal information. This includes what has been passed on to us via your trainer, what you tell us about yourself, what we learn by having you as a client or customer, and the choices you give us about what you want us to send to you. This notice explains how we do this and tells you about your privacy rights and how the law protects you.

We promise:

- To keep your data safe and private
- To manage your data based on your rights
- Not to sell your data

### How the law protects you

As well as our privacy promise, your privacy is protected by law. Data Protection law says that we are permitted to use personal information only if we have a proper reason to do so. This includes sharing outside Take the Lead Dog Training. The law says we must have one or more of these reasons:

- To fulfil a contract we have with you, or
- When it is in our legitimate interest, or
- When it is our legal duty, or
- When you consent to it

A legitimate interest is when we have a business or commercial reason to use your information. But even then, it must not unfairly go against what is right and best for you. If we rely on our legitimate interest, we will tell you what it is. In most cases it will be to provide a product.

### What information do we collect and process?

To enable us to provide a service to you, it is legitimate and necessary to receive necessary personal data. "Personal Data" is information about you which, either on its own or when connected with other data, allows us to identify you as an individual customer to provide you with our services. The personal data we hold may include the following:

- Your full name and contact information (address, town, postcode, email and phone number)
- Your purchase details (including time, date and cost,)
- Your calls and correspondence with us
- Your feedback

It is unlikely that we pass this data on, unless you are purchasing a product that is being delivered directly to you, or we are recommending the services of another organisation

### Data Minimisation

Data minimisation is a principle that states that data collected or processed should not be held or further used unless for essential reasons clearly stated in advance. This is defined as information that is adequate, relevant and limited to what is necessary for the purposes for which its processed. This approach represents best practice for reducing the risk of unauthorised access and maintaining customer trust.

When processing and collecting data from our clients and customers we ask ourselves the following questions:

- How are we planning to use the data?
- Is there a way of achieving the purpose without having to collect the data?
- Does the individual know we are processing or collecting the data?
- Does the individual know why we are processing or collecting the data?
- How long will we need the data for to achieve the purpose?

### **If you choose not to give personal information**

Please note that you are under no obligation to provide us with your personal information, but not providing certain data could prevent us from serving you, which could lead to cancellation of the service.

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

Take the Lead Dog Training processes personal data about you for numerous purposes, including:

- To arrange telephone conversations
- To arrange training sessions and consultations
- To provide any further correspondence
- To supply any products
- 

This list is not exhaustive and may be updated from time to time. We do not 'trade' in your personal data and will not sell or rent your details.

### **Who will your personal data be shared with?**

We may share with third parties if you are purchasing a product to be sent directly to you or if we are recommending another organisation to assist you.

We may also disclose specific information upon lawful request by government authorities, law enforcement and regulatory authorities where required or permitted by law. Also, to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk).

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information. We store all the personal information you provide on our secure servers. All electronic transactions you make to or receive from us will be encrypted using SSL technology.

Data transmission over the Internet is inherently insecure and we cannot guarantee the security of data sent over the Internet. You are responsible for keeping your password and user details confidential and we will never ask you for your password.

Your personal information will not be transferred to, stored or otherwise processed outside the EU. Our data minimisation policy limits information to what is necessary for the purposes for which they are processed. International transfers of data between any of the countries we operate in is limited to operational and financial information. Personal information is not transferred.

### **Do we get involved in direct marketing?**

Take the Lead Dog Training does not take part in any direct marketing activities apart from requests for optional customer service feedback. We hope that the quality of our service and people will be enough for you to recommend us to others and view our website.

### **What rights do you have to amend personal information?**

You have the right to review the personal data held by us and have inaccurate information about you corrected. To understand more about our data processing activities or to request access to your personal information, please contact us at [louise@takeleadtraining.co.uk](mailto:louise@takeleadtraining.co.uk).

### **What if you want us to stop using your personal information?**

You have the right to object to our use of your personal information, or to ask us to delete, remove, or to stop using your personal information if there is no need for us to keep it. This is known as the 'right of erasure' or the 'right to be forgotten'. There may be legal, warranty related or other reasons why we need to keep or use your data, but please tell us if you think that we should not be using it.

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

Take the Lead Training will keep your details on record for as long as it is necessary to meet record keeping requirements. We hold booking, invoice and email details for seven years. They are then deleted in accordance with data protection and other applicable legislation

### **Website**

We may collect, store and use the following kinds of personal information on our website:

- The name of your domain from which you access the internet. (for example btinternet.com)
- The date and time you access the site, and the internet address of the website from which you linked directly to our site. We use this information to assess the number of visitors to different sections of the site
- Information that you provide to us for registration purposes.
- Information that you provide to us for the subscribing to our website services, email notifications and / or newsletters.
- Any other information that you choose to send us

We use cookies on our website. A cookie is a text file sent by a web server to a web browser, and stored by the browser. The text file is then sent back to the server each time the browser requests a page from the server, which enables the web server to identify and track the web browser.

Personal information submitted on this website will be used for the purposes specified in this privacy notice or in relevant parts of our website. We may use your personal information to:

- Enable your use of the services available on our website
- Send you general (non-marketing) commercial communications
- Send you email notifications which you have specifically requested
- Deal with any enquiries and complaints made by or about you relating to the website

We will not, without your express consent, provide your personal information to any third parties for direct marketing purposes. Except as provided in this privacy notice, we will not provide your information to third parties.

Our website contains links to other websites We are not responsible for the privacy notices, policies or practices of third party websites.

### **Contact Us**

If you have any questions about this privacy notice or our treatment of your personal information, please write to us by email at [louise@taketheleadtraining.co.uk](mailto:louise@taketheleadtraining.co.uk) or by post to Louise Penrith, Acorn Cottage, Heathfields, Tavistock, Devon PL19 0LQ

### **Changes to this Privacy Notice**

The Data Privacy laws will change on 25 May 2018. Take the Lead Dog Training may change this Privacy Notice from time to time, reflecting changes in the law. This version was updated in May 2018.

*(Changes made as they are agreed and name of person that approves the changes noted)*

### **Version History**

Version	Changes	Approval
1.0	Created on 15/05/18	LP