

## Privacy and Data Protection

Deeside Dog Park is committed to protecting your privacy. We are registered with the Information Commissioner's Office (ICO) and handle personal information in accordance with applicable UK data protection law, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

### Information We Collect

When you make a booking or contact us, we may collect information such as your name, address, telephone number, email address and booking details.

We may also collect information that you provide to us about your dog(s), your visit or any circumstances relevant to the safe use of the park where this is necessary to administer your booking or operate Deeside Dog Park safely.

### How We Use Your Information

We use your personal information for purposes including:

- administering and managing your bookings;
- communicating with you about your booking, including booking confirmations, access information, changes or important information about your visit;
- dealing with enquiries, complaints or other communications;
- maintaining appropriate business and financial records;
- managing the security and operation of Deeside Dog Park;
- protecting our property, visitors and facilities; and
- complying with legal and regulatory obligations.

The lawful basis for processing information necessary to administer your booking is that it is necessary for the performance of our contract with you.

We may also process information where necessary to comply with a legal obligation or where we have a legitimate interest in operating and protecting our business, managing security, preventing misuse and protecting our visitors, property and facilities.

### Booking and Payment Providers

We use Squarespace, including its Acuity Scheduling booking service, to provide and manage our online booking system. Information you provide when making a booking may be processed by Squarespace/Acuity on our behalf for the purposes of administering your booking.

Payments made through our booking system are processed by Stripe. We do not receive or store your full payment card details.

Squarespace/Acuity and Stripe may process personal information in accordance with their own privacy policies and terms. We recommend that you review their privacy information for further details about how they process personal information.

## Sharing Your Information

We do not sell, rent or trade your personal information.

We may share personal information with service providers who process information on our behalf where this is necessary to operate Deeside Dog Park, including our booking and payment providers.

We may also disclose personal information where necessary to comply with a legal obligation, respond to a lawful request from an appropriate authority, protect the safety of people or animals, or establish, exercise or defend legal claims.

## Direct Marketing

We may send information about Deeside Dog Park, including news, events, promotions or special offers, where we have a lawful basis to do so and where required, have obtained your consent.

Where consent is required for email or text marketing, we will obtain this through a clear and positive opt-in. Marketing consent is separate from acceptance of these Terms & Conditions and is not required in order to make a booking.

Where the law allows us to rely on the existing-customer soft opt-in, we may send marketing about our own similar services, provided the required conditions are met and a clear opportunity to opt out is provided.

You can opt out of marketing communications at any time by using the unsubscribe option provided or by contacting us at [deesidedogpark@yahoo.com](mailto:deesidedogpark@yahoo.com).

## Keeping Your Information Secure

We take reasonable steps to protect the personal information we hold from unauthorised access, loss, misuse, alteration or disclosure.

However, no method of transmitting or storing information electronically can be guaranteed to be completely secure.

## How Long We Keep Your Information

We keep personal information only for as long as reasonably necessary for the purposes for which it was collected, including booking administration, accounting, legal and record-keeping requirements.

Different types of information may need to be retained for different periods depending on the purpose for which they are held and any legal or regulatory requirements that apply.

## Links to Other Websites

Our website may contain links to other websites. Once you leave the Deeside Dog Park website, we are not responsible for the privacy practices or content of those external websites.

We recommend that you read the privacy notice of any website you visit.

## Your Data Protection Rights

Depending on the circumstances, you have rights under data protection law including the right to:

- request access to the personal information we hold about you;
- ask us to correct inaccurate or incomplete information;
- request deletion of your personal information where applicable;
- request restriction of processing in certain circumstances;
- object to certain processing, including direct marketing; and
- request portability of your information where the right applies.

If you wish to exercise your rights or have a question about how we use your personal information, please contact us at [deesidedogpark@yahoo.com](mailto:deesidedogpark@yahoo.com).

You also have the right to complain to the Information Commissioner's Office if you are concerned about how we have handled your personal information.

## Changes to This Privacy Notice

We may update this Privacy Notice from time to time to reflect changes to our business, the services we use or applicable data protection requirements. The most recent version will be published on our website.