

GDPR and Data Protection Policy

Barking Buds Ltd

Effective from: 14th October 2025

1. Introduction

This GDPR and Data Protection Policy outlines the obligations of **Barking Buds Ltd** (“the Company”) regarding the collection, processing, storage, and disposal of personal data in compliance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

This policy also affirms the rights of individuals (“data subjects”) including clients, staff, volunteers, suppliers, and partners whose personal data the Company may collect or process.

2. Scope

This policy applies to all:

- Employees, contractors, and volunteers of Barking Buds Ltd
- Third parties acting on behalf of the Company
- Clients and service users
- Visitors to our website or social media channels

3. What is Personal Data?

Personal data refers to **any information relating to an identified or identifiable individual** (data subject). This may include:

- Name, address, phone number
- Email address
- IP address
- Health or disability information (where relevant to training)
- Payment details

Special category data (e.g. health conditions or ethnicity) is subject to additional protection under the UK GDPR.

4. Principles of Data Processing

In accordance with the UK GDPR, personal data must be:

- 1. Processed lawfully, fairly, and transparently**

2. **Collected for specified, explicit and legitimate purposes**
3. **Adequate, relevant and limited to what is necessary**
4. **Accurate and, where necessary, kept up to date**
5. **Retained only as long as necessary**
6. **Processed securely to ensure confidentiality and integrity**

5. Lawful Basis for Processing

Barking Buds Ltd will only process personal data where one or more of the following lawful bases applies:

- The data subject has given **explicit consent**
- Processing is necessary for the **performance of a contract**
- Processing is required for **legal compliance**
- Processing protects someone's **vital interests**
- Processing is necessary for a task in the **public interest**
- Processing is in the **legitimate interests** of the company or a third party, unless these override the rights and freedoms of the data subject

6. What Data We Collect and Why

We may collect data for the following purposes:

Purpose	Data Collected	Lawful Basis
Dog training services	Name, contact details, dog info, medical details	Contract, Consent
Inquiries or communications	Name, email, phone, message contents	Legitimate interests, Consent
Employment/volunteering	Name, CV, references, background checks	Contract, Legal obligation
Marketing (with consent)	Email address, preferences	Consent
Website analytics	IP address, usage patterns (cookies)	Legitimate interests

We do **not** sell or share personal data with unrelated third parties without your consent unless legally required to do so.

7. Data Subject Rights

Under UK GDPR, data subjects have the right to:

- Be informed about the collection and use of their data
- Access the personal data we hold about them
- Rectify inaccurate or incomplete data
- Request erasure ("right to be forgotten")
- Restrict processing
- Object to processing, especially for marketing
- Data portability (in applicable cases)
- Withdraw consent at any time (if processing is based on consent)
- Lodge a complaint with the **Information Commissioner's Office (ICO)**

To exercise your rights, contact:

 beth@barkingbuds.co.uk

 4 Barton Dene, Marlborough, SN8 1PB

8. Data Retention

We retain personal data **only as long as necessary** to fulfil the purposes it was collected for, including:

- Service provision
- Legal or tax obligations
- Consent-based marketing (until consent is withdrawn)

Data will be securely deleted or anonymised when no longer needed.

9. Data Security

We are committed to maintaining the security of personal data through:

- Encrypted digital storage
- Password-protected systems and devices
- Access control for sensitive information
- Secure backup procedures
- Regular software updates and anti-virus protection

Staff and volunteers receive training on data protection and confidentiality.

10. Data Breaches

In the event of a data breach likely to result in a risk to individuals' rights and freedoms, we will:

- Notify the **ICO within 72 hours**

- Notify affected individuals, where required
- Keep a log of the breach and corrective actions taken

11. Third-Party Processors

Where external parties (e.g., payment processors, booking platforms) process personal data on our behalf, they are subject to **data processing agreements** and must demonstrate compliance with the UK GDPR.

12. Website, Cookies & Analytics

We may collect limited data via:

- Cookies and similar technologies
- Analytics tools like Google Analytics

Please refer to our **Cookie Policy** for further details and your options to manage cookie preferences.

13. Policy Review

This policy will be reviewed annually or whenever there is a significant change in data protection law or our data practices.


14. Contact

For any queries about this policy or your personal data rights, please contact:

Data Protection Officer (DPO)

Barking Buds Ltd

 beth@barkingbuds.co.uk

 07842516667

 www.barkingbuds.uk

You can also contact the **Information Commissioner's Office (ICO):**

 www.ico.org.uk