

# Privacy Policy

**Last updated: 14<sup>th</sup> October 2025**

**Barking Buds Limited**

Website: [www.barkingbuds.co.uk](http://www.barkingbuds.co.uk)

## **1. Introduction**

Barking Buds Limited ("we", "us", "our") is committed to protecting your personal data and respecting your privacy in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

This Privacy Policy explains:

- What personal data we collect
- How we use it
- Who we may share it with
- Your rights as a data subject
- How to contact us with questions or concerns

By using our website or services, you agree to the collection and use of information in accordance with this policy.

## **2. Who We Are (Data Controller)**

**Barking Buds Limited** is the data controller responsible for your personal data.

Registered address: 4 Barton Dene, Marlborough, SN8 1PB

Email: [beth@barkingbuds.co.uk](mailto:beth@barkingbuds.co.uk)

Phone: 07842516667

## **3. What Personal Data We Collect**

We may collect and process the following data about you:

### **Via Our Website:**

- Name
- Email address
- Phone number
- IP address
- Device and browser data (via cookies and analytics)

- Information provided via contact forms or email

**In the Course of Providing Services:**

- Name, contact details, and address
- Information about your dog for training purposes
- Notes from sessions and assessments
- Emergency contact details
- Consent forms and safeguarding records where necessary

We do not knowingly collect personal data from children under 16 without verified parental or guardian consent.

**4. How We Use Your Data**

We will only use your personal data when the law allows us to, including:

<b>Purpose</b>	<b>Lawful Basis</b>
To respond to enquiries or provide services	Contractual necessity / Legitimate interest
To process training applications	Contractual necessity
To send email newsletters (where opted-in)	Consent
For safeguarding or legal obligations	Legal obligation
To improve website functionality	Legitimate interest (analytics, cookies)

We do not sell your data to third parties.

**5. Email Marketing and Newsletters**

You will only receive marketing emails from us if:

- You have explicitly opted in; or
- You are an existing client and the email relates to similar services

You can unsubscribe at any time using the link in our emails or by contacting us directly at [beth@barkingbuds.co.uk](mailto:beth@barkingbuds.co.uk)

**6. Cookies and Website Tracking**

Our website uses cookies to enhance your browsing experience and to collect anonymised analytics.

We use:

- Essential cookies (for website functionality)
- Analytics cookies (e.g. Google Analytics)

When you visit our website, a cookie banner allows you to accept or manage cookies in line with **PECR** and **UK GDPR**. You can also manage cookie settings in your browser at any time.

See our full Cookie Policy for more information.

## 7. How Long We Keep Your Data

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

- Client records: up to 7 years (for insurance and legal obligations)
- Enquiries (non-clients): 12 months
- Email newsletter data: until you unsubscribe or request removal
- Analytics data: 26 months (Google default)

## 8. Data Sharing and Processors

We may share your data with trusted third parties who process it on our behalf, including:

- Email marketing platforms (e.g. Mailchimp)
- IT and hosting providers
- Website analytics tools (e.g. Google Analytics)

All third-party service providers are required to take appropriate security measures and act only under our instructions.

We do **not** transfer your data outside the UK unless appropriate safeguards are in place (e.g., UK-approved standard contractual clauses).

## 9. Your Data Protection Rights

Under the UK GDPR, you have the right to:

- **Access** the personal data we hold about you
- **Correct** inaccurate or incomplete data
- **Erase** your personal data (in certain circumstances)
- **Restrict** or object to processing
- **Withdraw consent** at any time (for marketing or optional services)
- **Data portability** – receive your data in a structured, machine-readable format

To exercise any of your rights, please contact us at:

 beth@barkingbuds.co.uk

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

Website: <https://ico.org.uk>

Helpline: 0303 123 1113

## 10. Data Security

We take the security of your data seriously and use appropriate technical and organisational measures to protect it. These include secure servers, encryption, access controls, and regular data audits.

## 11. External Links and Social Media

Our website may include links to external sites. We are not responsible for their content or privacy practices. We advise users to read the privacy policies of any third-party sites they visit.

We also use social media platforms (e.g. Facebook, Instagram) to engage with the public. Any communication with us via social media is subject to the terms and privacy policies of those platforms.


## 12. Changes to This Privacy Policy


We may update this Privacy Policy from time to time. When we do, we will revise the “Last updated” date above. We encourage users to check this page regularly.

### **13. Contact Us**

If you have questions, concerns, or requests relating to this Privacy Policy or your personal data, please contact:

#### **Barking Buds Limited**

 Email: [beth@barkingbuds.co.uk](mailto:beth@barkingbuds.co.uk)

 Phone: 07842516667