

Privacy Policy

Your personal information is very important to us. We respect the information you share with us and in accordance with new data protection regulations, we have set out our policy on how we collect and handle that information. This includes information that you tell us, what we learn from you and the choices you make about the marketing you want us to send to you. This policy explains how we do this, what your rights are and how the law protects you.

The law in relation to data protection changed on the 25 May 2018 when the General Data Protection Regulation came into force in the United Kingdom and across Europe.

Who we are and how you can contact us:

We are Heather's Highland Hounds ("we", "us"). You can contact us by email at hello@heathershighlandhounds.com, or telephone us on 07746 000466.

When referring to our website, we mean www.heathershighlandhounds.com.

Where we collect your personal information from:

We collect the data that you give us when you make an enquiry, when you sign our Terms and Conditions, or when you complete a registration form to use our services. Additionally, when you comment on posts on our Facebook page or Instagram accounts. We also collect data from companies and individuals that introduce you to us.

Data we collect about you:

- Identity data – name, marital status, title, date of birth and gender.
- Usage data – information about how you use our website, our products, and services.
- Contact data – billing address, home address, email address or telephone numbers.
- Financial data – bank account and payment card details.
- Transaction data – details about payments to and from you and other details of services you have purchased from us.
- Marketing and communications data – your preferences in receiving marketing from us and our third parties and your communication preferences.

How we use your personal information:

We are only allowed to use personal information about you if we have a legal basis to do so, and we are required to tell you what that legal basis is. This includes when we share your information with third parties. Your privacy is protected by law, and we only share information that you give us with your express permission, and in matters directly related to the goods and services which you purchase from us.

Who we share your personal information with:

We may share your personal information with any of the following organisations, for the purposes of providing the services which you have requested from us:

- HM Revenue & Customs.
- Regulators or local authorities in relation to our business licence.
- Companies, organisations, and individuals that we introduce you to (with your permission).
- Companies, organisations, and individuals that you ask us to share your information with.
- To our accountant in relation to submitting annual tax statements.

- Third party organisations that provide applications/functionality, data processing or IT services to us.

We will share your data if we are under a duty to disclose it in order to comply with any legal obligation, or to protect our rights, or in order to enforce or apply our terms of use, property, or safety, our clients, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection.

Failure to provide personal data:

Where we need to collect personal data by law, or under the terms of a contract and you fail to provide that data when requested, we may not be able to perform the contract in place or are entering into with you. In this case, we may have to cancel a service that you are booking with us. We will notify you if this is the case at the time.

Data security:

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those who have a business need to know.

How long do we keep your personal information:

We will keep your personal information for as long as you are our client. After you stop being a client, we will only retain your personal data for as long as is necessary to meet the specific requirements our business licences (which is three years), and the requirements for HMRC reporting which is seven years from the date that the contract is terminated.

Marketing:

We may use your personal information to tell you about relevant services. We can only use your personal information to send you marketing messages if we have either your consent or a legitimate interest to do so. You can ask us to stop sending you marketing messages at any time – you just need to contact us or use the opt-out links on any marketing message sent to you.

We do not share your data with third parties for the purpose of marketing.

Your rights:

You can ask us for a copy of the personal information which we hold about you, by contacting us and requesting the information. We shall do our best to provide you with the information within two weeks of the request.

You have the right to query any information we hold about you that you think is wrong or incomplete. Please contact us and we will make sure to correct it.

Making a complaint:

Please let us know if you are unhappy with how we have used your personal information by contacting us using the email address detailed within this document. You also have a right to complain to the Information Commissioners Office. You can find their contact details at www.ico.org.uk. We would be grateful for the chance to discuss your concerns with you before you approach the ICO, please contact us in the first instance.