

HOLISTIC HOUNDS

DATA PROTECTION AND PRIVACY POLICY

1. General Information

- 1.1. Holistic Hounds provides this Privacy Policy to inform you of our policies and procedures regarding the collection, use and disclosure of personal information we receive via our service as defined by UK GDPR and the Data Protection Act 2018.
- 1.2. This Privacy Policy may be updated from time to time and to ensure you are updated it is advised you check this policy occasionally for any changes. Your use of the service following any such change to this policy will signify and constitute your consent and acceptance of such revised Privacy Policy.
- 1.3. This Privacy Policy does not apply to the products or services of our business partners or to any other third parties, even if their products or services are linked to, or embedded within, our service – such as social media features that form part of our service which enables you to share information with your social networks and to interact with us or others on various online social media networks. Your use of such features may result in the collection or sharing of information about you (dependent on the feature). We recommend that you review the data and privacy policies of the other parties with whom you interact (including, without limitation, Facebook, Twitter, Instagram) before submitting your information.

2. About data Protection Legislation

- 2.1. Under the Data Protection Legislation, you have the following rights:
 - 2.1.1. The right to be informed about our collection and use of your personal data.
 - 2.1.2. The right to access the personal data we hold about you.
 - 2.1.3. The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete.
 - 2.1.4. The right to be forgotten
 - 2.1.5. The right to restrict the processing of your personal data
 - 2.1.6. The right to object to us using your personal data for a particular purpose
 - 2.1.7. The right to withdraw consent.
 - 2.1.8. The right to data portability. This means that, if you have provided personal data to us you can ask us to re-use that data against another service within the business.

3. Information Collection and Use

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- 3.1. For the purposes of this Privacy Policy, “Personal Information” means information that can be used to uniquely identify you, such as your name, username and email address.
- 3.2. Personal Information We Collect.
 - 3.2.1. When you interact with us, we, or a third party acting on our behalf, may ask you to supply personal information. For example, when you create an account with us, subscribe to newsletters or promotional materials, make a purchase, or otherwise use our service, we may ask you to provide information such as your name and/or email address.
 - 3.2.2. Our Use of Your Personal Information. We mainly use your personal information, either alone or in combination with other information, so that we can provide, enhance, and personalise our service and related content, services, and marketing efforts.
 - 3.2.3. The following are examples of a variety of ways that we may use your personal information. We may use your personal information:
 - 3.2.3.1. to provide you with the best user experience possible;
 - 3.2.3.2. to respond to your questions;
 - 3.2.3.3. to process your orders and payments;
 - 3.2.3.4. to communicate with you regarding service updates, offers, alerts, promotions, and events;
 - 3.2.3.5. to help us develop, customise, deliver, support and improve our service, products, content, and advertising;
 - 3.2.3.6. to help authenticate any account you create with us;
 - 3.2.3.7. to administer promotions and contests;
 - 3.2.3.8. to protect the rights or property of Holistic Hounds or our users, and prevent fraud and other prohibited or illegal activities;
 - 3.2.3.9. to protect the security of our products, services, and business;
 - 3.2.3.10. for our internal purposes (such as auditing, data analysis, and research to improve our products, services, and communications); and
 - 3.2.3.11. otherwise, as disclosed to you at the point of collection.
 - 3.2.4. If you decide at any time that you no longer wish to receive communications from us, please follow any unsubscribe instructions that may be provided in our communications to you or update your user preferences by logging into your user account via the website. Please note that we may use your personal information to contact you with important notifications, such as

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notices with respect to safety or changes to our terms, conditions, and policies; you may not opt out of these notifications.

3.3. Public Forums

3.3.1. We may offer message boards, blog features, or similar public forums where you and other users of our service can post content or otherwise communicate. The protections described in this Privacy Policy do not apply when you provide information (including personally identifiable information about any person) in connection with your use of these public forums. We may use your username and other information about you to identify you with a posting in a public forum. Any information you share in a public forum is public information and may be seen or collected by other persons, including third parties that do not adhere to the standards set forth in this Privacy Policy. We are not responsible for events arising from the distribution of any information you choose to publicly post or share through our service.

3.3.2. Collection and Use of Non-Identifying Information

3.3.2.1. We may collect, use, transfer, and disclose information in a form that does not personally identify you ("Non-Identifying Information") for any purpose. Non-Identifying Information can include certain personally identifiable information that has been de-identified; that is, information that has been rendered anonymous. We and/or our third-party service providers obtain Non-Identifying Information about you from information that you provide us, either separately or together with your personal information. We and/or our third-party service providers also automatically collect certain Non-Identifying Information from you when you access our service.

3.3.2.2. Certain Non-Identifying Information about you would be considered a part of your personal information if it were combined with other identifiers in a way that enables you to be identified. However, the same pieces of information are considered Non-Identifying Information when they are taken alone or combined only with other Non-Identifying information. We may combine your personal information with Non-Identifying Information and aggregate it with information collected from other users or sources to attempt to provide you with a better experience, to improve the quality and value of our products and services, and to analyse and understand

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how our products and services are used. We may also use the combined information without aggregating it to serve you specifically.

3.3.3. Non-Identifying Information We Automatically Collect

3.3.3.1. We and our third-party service providers may use a variety of technologies, now and hereafter devised, that automatically record certain usage information. This information may include your Internet Protocol address (and other unique identifiers for the device you use to access the internet), browser type, your web or application request, your interaction with our service, the webpages, or other features you were using before or after you came to our service, pages of our site that you visit, information you search for via our service, access times and dates, and other similar information. We use this information for a variety of purposes, including analysing and enhancing our products and services, and to help personalise our service for you. We do not treat this information as personal information (except to the extent required by law), although if we combine it with the personal information you provide, we will treat the combined information as personal information. We and our third-party service providers may automatically collect Non-Identifying Information using various methods, including, without limitation, cookies.

3.3.3.2. A cookie is a small data file transferred to your computer (or other device) when it is used to access our service. Cookies may be used for many purposes, including to enable certain features of our service, to better understand how you interact with our service and to monitor aggregate usage by visitors and online traffic routing. You may be able to instruct your browser, by changing its options, to stop accepting cookies or to prompt you before accepting a cookie from the online services you visit. If you do not accept cookies, however, you may not be able to use all portions of our service or all functionality of our service.

4. Information Sharing and Disclosure

4.1. Except as described in this Privacy Policy, we will not share your personal information with other companies or individuals outside of business unless we have received your consent. Non-Identifying Information may be provided to third parties.

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5. Our Service Providers and Other Third Parties

5.1. We may engage third party companies and individuals to perform services on our behalf (e.g., without limitation, payment and order processing, software maintenance services, email notifications, database management, web analytics and other services). These third parties may have access to your personal information. If they do, this access is provided so that they may perform these tasks on our behalf and we ask that they not otherwise use or disclose your personal information, except to the extent required by law.

6. Compliance with Laws, Legal Process and Authorities

6.1. We cooperate with government, law enforcement officials and private parties to enforce and comply with the law. We will disclose any information about you to government, law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process, to protect the property and rights of us or a third party, to protect the safety of the public or any person, or to prevent or stop activity we may consider to be, or to pose a risk of being, illegal, unethical or legally actionable.

7. Data Transfer

7.1. Holistic Hounds processes personal information on our servers in the United Kingdom. We will only store or transfer some of your personal data within the UK. This means that it will be fully protected under the Data Protection Legislation.

8. Business Transfers

8.1. Circumstances may arise where, whether for strategic or other business reasons, we may sell, transfer or otherwise disclose some or all of our assets, including your personal information, in connection with a merger, acquisition, reorganisation or sale of assets or in the event of bankruptcy. It is our practice to seek appropriate protection for information in these types of transactions.

9. Changing or Deleting Your Information

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9.1. Holistic Hounds makes good faith efforts to enable features on the service that provide individuals with reasonable access to certain personal information that they have provided to us and the reasonable ability to review and correct it or ask for deletion, as applicable, if it is not otherwise required to be retained by law or for legitimate business purposes. To view and change personal information that you have directly provided to Holistic Hounds via the service, you can log in to your user account on the website or contact us via email at training@holistichounds.uk. Please note we may retain server/backup copies of all such data, and that we may decline to process change or deletion requests that we deem to be unreasonable, or require disproportionate technical effort, or jeopardise the privacy of others.

10. Security

10.1. We employ appropriate security measures to protect your personal information from unauthorised access, alteration, disclosure, or destruction. These security measures include administrative, technical, and physical precautions to safeguard your personal information against loss, theft, and misuse. Please be advised, however, that while we strive to protect your personal information and privacy, we cannot guarantee or warrant the security of any information you disclose or transmit to us online and are not responsible for the theft, destruction or inadvertent disclosure of your personally identifiable information.

11. Third Party Products and Services

11.1. Our service may contain links to, or content from, third party websites, advertisers, and other third-party products and services. The fact that we link to a website or display an advertisement or other third-party content is not an endorsement, authorisation or representation of our affiliation with any of those third parties, nor is it an endorsement of their privacy or information security policies or practices.

11.2. We do not exercise control over third-party websites, products or services. These other websites, products and services may place their own cookies or other files on your computer or other device, collect data or solicit personal information from you. Other persons and entities follow different rules regarding the use or disclosure of the information you submit to them or they collect from you. We encourage you to learn about the privacy practices of those third parties.

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12. Contacting Us

12.1. If you have any questions about this Privacy Policy, please feel free to contact us via email at training@holistichounds.uk.

This procedure has been updated & authorised by:

Name: Amber Calleran

Position: Director of Therapies and Operations

Date: 15th October 2021

Signature: A.Calleran