



## **Privacy Policy**

*This Privacy Policy is required as a part of General Data Protection Regulation ( GDPR ), it is necessary for us to inform you of the information we keep about you and your dog, how this information is used and stored, and to receive permission for specific information to be stored and used.*

### **At Doodle Den the following information is stored on a grooming card:**

*Personal details about yourself, name, address, email, telephone number*

- \* Any details you have given to us about your dog, such as name, breed, age, gender, colour.*
- \* Any details about the grooming process, blades used, combs used, where I have scissored, nails trimmed, date of visits etc.*
- \* Any traits, likes, dislikes of your dog, such as sensitive feet, doesn't like face being touched etc.*
- \* Your dog's temperament and behaviour within the salon, such as good, nervous, mouthy etc.*
- \* Any medical conditions that either you make me aware of, or that I find during the health check.*

*These details are kept on hard copy ( filed alphabetically by dog's name ) and are locked away in a metal filing cabinet each night.*

*Your name, dog's name, your address and contact numbers are entered into the form to enable me to contact you about appointments, to advise when your pet is ready, send cards, use in case of emergency etc.*

*Your name and contact number along with your dog's name are also stored on my mobile phone ( only for regular clients ) again this is to enable me to contact you for the above reasons. No other details are held on my mobile phone about you, and my mobile phone is kept safe and secure by the available security settings on the device.*

*You can ask to view your card at any time. If you move away you are welcome to take your card and give it to your new dog groomer or you can destroy it.*

*Any non returning client cards will be destroyed after 3 years of non attendance.*

### **Doodle Den Website:**

*You can visit the website without providing your name and contact details. Like many websites, our server logs capture details of your operating systems and browser software, IP address, URL, including the date and time of your visit. We use cookies to analyse how our website is used by visitors. If you do not wish cookies to be saved to your system, you may change your browser settings.*

*You might choose to provide your contact details if you do the following:  
Submit a query.*

***We may use your personal information in the following way:***

- \* to respond to enquiries made by yourself*
- \* To send appointment reminders via text message or email*
- \* To send vouchers and promotions*
- \* To ask you to leave a review*
- \* For market research purposes*
- \* For record keeping purposes*
- \* To deal with enquiries and complaints*
- \* To contact you in connection with your appointment, dog collection or drop off, cancellations or rescheduling.*

*We may take pictures of your dog, before, during and after the grooming process, these are for business purposes, mainly social media and on our business pages. Any images taken will remain the right of Doodle Den Dog Grooming. ( Elaina Grant )*

*Consent for photos to be taken and used for business purposes are to be accepted on the Client Contract Form or declined in writing.*

*We use Ionos for our website. Facebook, Instagram and WhatsApp as social media platforms.*

*Doodle Den Dog Grooming does NOT share any customer data or information with any third parties for marketing purposes.*