www.earlypaws.co.uk Privacy Policy

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

**What personal information do we collect from the people that visit our blog, website or app?**

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, mailing address, phone number, Emergency Contact Number, Pet's Information or other details to help you with your experience.

**When do we collect information?**

We collect information from you when you register on our site, fill out a form or enter information on our site.

**How do we use your information?**

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

      **•** To send periodic emails regarding your order or other products and services.

**How do we protect your information?**

Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.

We use regular Malware Scanning.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

**Do we use 'cookies'?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

**We use cookies to:**

      **•** Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

If you turn cookies off, It won't affect the user's experience .

**Third-party disclosure**

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information unless we provide users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when it's release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

**Third-party links**

We do not include or offer third-party products or services on our website.

**Google**

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users. https://support.google.com/adwordspolicy/answer/1316548?hl=en

We use Google AdSense Advertising on our website.

Google, as a third-party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to our users based on previous visits to our site and other sites on the Internet. Users may opt-out of the use of the DART cookie by visiting the Google Ad and Content Network privacy policy.

**We have implemented the following:**

      **•** Demographics and Interests Reporting

We, along with third-party vendors such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our website.

**Opting out:**
Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt out by visiting the Network Advertising Initiative Opt Out page or by using the Google Analytics Opt Out Browser add on.

**California Online Privacy Protection Act**

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require any person or company in the United States (and conceivably the world) that operates websites collecting Personally Identifiable Information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals or companies with whom it is being shared. - See more at: http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf

**According to CalOPPA, we agree to the following:**

Users can visit our site anonymously.

Once this privacy policy is created, we will add a link to it on our home page or as a minimum, on the first significant page after entering our website.

Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.

You will be notified of any Privacy Policy changes:

      **•** On our Privacy Policy Page

Can change your personal information:

      **•** By emailing us

      **•** By calling us

      **•** Others

In person at reception

**How does our site handle Do Not Track signals?**

We honor Do Not Track signals and Do Not Track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

**Does our site allow third-party behavioral tracking?**

It's also important to note that we allow third-party behavioral tracking

**COPPA (Children Online Privacy Protection Act)**

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under the age of 13 years old.

**Fair Information Practices**

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

**In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:**

We will notify you via email

      **•** Within 7 business days

We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

**CAN SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

**We collect your email address in order to:**

      **•** Send information, respond to inquiries, and/or other requests or questions

      **•** Process orders and to send information and updates pertaining to orders.

      **•** Send you additional information related to your product and/or service

      **•** Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

**To be in accordance with CANSPAM, we agree to the following:**

      **•** Not use false or misleading subjects or email addresses.

      **•** Identify the message as an advertisement in some reasonable way.

      **•** Include the physical address of our business or site headquarters.

      **•** Monitor third-party email marketing services for compliance, if one is used.

      **•** Honor opt-out/unsubscribe requests quickly.

      **•** Allow users to unsubscribe by using the link at the bottom of each email.

 **If at any time you would like to unsubscribe from receiving future emails, you can email us at**

early.paws@mail.com and we will promptly remove you from **ALL** correspondence.

**Field Hire Booking**

When you book to hire our secure field via our website, you will be asked for your name and email. The name is recorded so that when you arrive on the day, we can check your booking and time is correct. The email is required as that is where we will send your confirmation email. This is the only email you will receive from this section of the website. Your phone number is optional, and would only be used in an emergency if we needed to contact you whilst you were in the field. Your data is then stored securely via the third party website 'Wix Bookings'. It will not be used for marketing purposes, its only use is if we need to contact you about your specific booking. If you would like your data to be removed or you would like to view any data stored on you, please contact us either via email at early.paws@mail.com or by telephone on 07825 545567.After a year of inactivity, we will assume you are no longer in use of our services and we will therefore remove your data via deletion in any form to comply with the GDPR standards.

**Boarding and Day Care Booking, and Grooming**

The booking software that we use is entitled 'Revelation Pets'. The European General Data Protection Regulation (GDPR) for European Citizens comes into effect in May 2018. We have summarised below how this relates to Revelation Pets. Ensuring your business's compliance with GDPR Revelation Pets only stores customer data that you input into the application.We will comply with GDPR requests from you by removing relevant data from Revelation Pets, using the deletion functions within the application if you ask. If you would like your data to be removed or you would like to view any data stored on you, please contact us either via email at early.paws@mail.com or by telephone on 07825 545567.Any data that you input into this application will be printed as a paper version. This is only stored due to kennel licensing laws. It is filed away safely, never removed from our office premises, and you may ask to view it or for it to be deleted at any time. This data is kept for the purposes of being able to ensure we have multiple ways of contacting you in case of an emergency with your dog, or in some cases where the dog has been left at our establishment and we need to make contact. Your information will only ever be used to contact you about a booking or in regards to the welfare of your dog. For grooming customers, you will fill out a simple grooming card asking for your name, email, phone number, and address, as well as the dog's information. You will only ever be contacted by us if you would like to set up a grooming appointment, or if your dog has been groomed and is ready to be picked up. These cards are also stored within our office safely and can be viewed at any time if you wish to see your own information. If you would like your data to be removed or you would like to view any data stored on you, please contact us either via email at early.paws@mail.com or by telephone on 07825 545567.After a year of inactivity, we will assume you are no longer in use of our services and we will therefore remove your data via deletion in any form to comply with the GDPR standards.

**Contacting Us**

If there are any questions regarding this privacy policy, you may contact us using the information below.

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