

## Privacy Policy

### 1. Introduction

Welcome to Ely Dogs' Privacy Policy. This document outlines how we collect, use, and protect your personal data when you interact with our website or services. Protecting your privacy and ensuring the security of your personal data is of paramount importance to us. By using our website, you agree to the collection and use of information in accordance with this Privacy Policy.

### 2. Who We Are

- **Company Name:** Ely Dogs
- **Registered Office:** Ely Dog Field, West Fen Drove, Little Downham, CB6 2SS
- **Email:** elydogfield@gmail.com
- **Contact Number:** 01353 474 554

Ely Dogs is the data controller responsible for your personal data.

### 3. What Data We Collect

We may collect the following types of personal data:

- **Personal Identification Data:** Name, address, email address, phone number.
- **Payment Information:** Credit/debit card details, billing information (Note: Payment details are processed by secure third-party payment processors and are not stored by us).
- **Browsing Information:** IP address, browser type, device information, and cookies.
- **Communications Data:** Messages, emails, and feedback submitted through our website or customer service.
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### 4. How We Collect Your Data

We collect data through:

- **Direct Interactions:** When you create an account, place an order, sign up for newsletters, or contact us for support.
- **Automated Technologies:** As you interact with our website, we may automatically collect data using cookies and similar tracking technologies.
- **Third Parties:** Information from analytics providers such as Google Analytics.

### 5. How We Use Your Data

We may use your personal data for the following purposes:

- **To Process Orders:** Including shipping and payment processing.
- **To Provide Customer Support:** Helping with queries or complaints.
- **Marketing Communications:** Sending you newsletters or special offers if you have opted in.
- **Website Improvements:** Analyzing usage to improve our services and website functionality.
- **Legal Obligations:** Complying with legal and regulatory requirements.

### 6. Legal Basis for Processing

We rely on the following legal grounds for processing your personal data:

- **Consent:** When you provide consent for marketing communications.
- **Contractual Necessity:** When processing is necessary to fulfill a contract (e.g., processing an order).
- **Legal Obligation:** To comply with our legal obligations (e.g., tax reporting).
- **Legitimate Interests:** For business purposes, such as improving services, fraud prevention, or defending legal claims.

## 7. Sharing Your Data

We do not sell or rent your personal data. We may share your data with:

- **Service Providers:** Such as payment processors, delivery companies, and web hosting services.
- **Law Enforcement:** Where required by law or to protect our legal rights.
- **Business Transfers:** In the event of a merger or sale of assets, your data may be transferred to a third party.

## 8. Data Retention

We will only retain your personal data for as long as is necessary for the purposes set out in this Privacy Policy, including for the purposes of satisfying any legal, accounting, or reporting requirements.

## 9. Your Rights

Under the GDPR, you have the following rights regarding your personal data:

- **Access:** Request access to your personal data.
- **Correction:** Request correction of inaccurate or incomplete data.
- **Erasure:** Request deletion of your personal data (right to be forgotten).
- **Objection:** Object to processing your personal data based on legitimate interests.
- **Data Portability:** Request transfer of your data to another service provider.
- **Withdraw Consent:** You can withdraw your consent to our use of your data at any time (for example, opting out of marketing emails).

To exercise your rights, please contact us at 01353 474 554

## 10. Cookies

We use cookies and similar technologies to improve your experience on our website. Cookies help us understand how you use our site, track your browsing activity, and provide personalized content.

For more information, please refer to our [\[Cookies Policy\]](#).

## 11. Data Security

We are committed to ensuring that your data is secure. To prevent unauthorized access or disclosure, we have implemented suitable physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

## **12. International Transfers**

We may transfer your personal data to service providers outside the UK. Where this is the case, we will ensure that appropriate safeguards are in place to protect your personal data, in line with UK data protection laws.

## **13. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and where appropriate, notified to you by email.

## **14. Contact Us**

If you have any questions about this Privacy Policy or wish to exercise any of your rights, please contact us at:

- **Email:** [elydogfield@gmail.com](mailto:elydogfield@gmail.com)
- **Postal Address:** Ely Dog Field, West Fen Drove, Little Downham, CB6 2SS