

Privacy Policy

Effective date: 25 May 2018

The Pug Dog Welfare & Rescue Association (“PDWRA”, “us”, “we”, or “our”) operates the <https://www.pugwelfare-rescue.org.uk> website (the “Service”).

This page informs you of our policies regarding the collection, use, and disclosure of personal data (as defined below) when you use our Service and the choices you have associated with that data. If you can’t find the information you need, please contact us at secretary@pugwelfare-rescue.org.uk.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this notice.

Definitions

Personal Data

Personal Data means data or information about a living individual who can be identified, directly or indirectly from those data (or from those and other information either in our possession or likely to come into our possession). For example, information which identifies you may consist of your name, address, telephone number, photographs, location data, an online identifier (e.g. Cookies and your IP address) or to one or more factors specific to your physical, physiological, genetic, mental, economic, cultural or social identity.

Usage Data

Usage Data is data collected automatically either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

Cookies

Cookies are small pieces of data stored on a User’s device.

Data Controller

Data Controller means a person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal data are, or are to be, processed.

For the purpose of this Privacy Notice, we are a Data Controller of your data.

Data Processor (or Service Providers)

Data Processor (or Service Provider) means any person (other than an employee of the Data Controller) who processes the data on behalf of the Data Controller.

We may use the services of various Service Providers in order to process your data more effectively.

Data Subject

Data Subject is any living individual who is the subject of Personal Data.

User

The User is the individual using our Service. The User is the Data Subject, whose Personal Data we process when providing the Service.

Information Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

Types of Data Collected

Personal Data

While using our Service, we may ask you to provide us with certain Personal Data including, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, Postal code
- Cookies and Usage Data (explained below)

We will collect this information from you when you visit our website, purchase our services or products, voluntarily complete an enquiry form on our website, or when you contact us by email, telephone or post.

Usage Data

We may also collect information how you access and use the Service (“Usage Data”). This Usage Data may include information such as your computer’s Internet Protocol address (IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Tracking Cookies Data

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device on a temporary (for the duration of your browsing session only) or persistent basis (the cookie stays on your computer after your internet browser or device has been closed). Cookies collect and store information about a User’s preferences, product usage and content viewed, which allows us to provide you with enhanced and customized experiences when engaging with our website. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyse our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Service.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies.** We use Security Cookies for security purposes.

Use of Data

PDWRA uses your Personal Data for the following purposes:

- To provide and maintain our Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Service
- To monitor the usage of our Service
- To detect, prevent and address technical issues
- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about [unless you have opted not to receive such information]

The law allows us to use your Personal Data as set out above on the basis that the processing is necessary for the performance of a contract with you, or we are acting in our “legitimate interests”.

Marketing communications

We may use your Personal Data to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you, on the basis that such use is necessary for the purposes of the legitimate interests pursued by us.

We do not share Personal Data with third parties for the third parties’ marketing purposes.

You may opt out of receiving any, or all, of these communications from us by contacting us at secretary@pugwelfare-rescue.org.uk.

Retention of Data

PDWRA will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Notice, unless a longer retention period is required by law, or in order to resolve disputes and enforce our legal agreements and policies.

PDWRA will also retain Usage Data for internal analysis purposes in accordance with the purposes set out in this Privacy Notice. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

Transfer Of Data

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of the UK or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside United Kingdom and choose to provide information to us, please note that we transfer the data, including Personal Data, to the United Kingdom and process it there.

Your agreement to this Privacy Notice followed by your submission of such information represents your agreement to that transfer.

When PDWRA transfers Personal Data outside of the European Economic Area, we will take ensure that your data is treated securely and in accordance with this Privacy Notice and no transfer of your Personal Data will take place to an organization or a country unless there are adequate safeguards and controls in place including the security of your data and other personal information.

Disclosure of Data

Disclosure for Law Enforcement

Under certain circumstances, PDWRA may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Legal Requirements

PDWRA may disclose your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of PDWRA, including enforcing any terms or agreements governing the use of our products
- Prevent or investigate possible wrongdoing in connection with the Service, for example to prevent an attack on our systems or network
- Protect the personal safety of users of the Service or the public
- Protect against legal liability

Service Providers

We may employ third party companies and individuals to facilitate our Service (“Service Providers”), to provide the Service on our behalf, to perform Service-related services or to assist us in analysing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Analytics

We may use third-party Service Providers to monitor and analyse the use of our Service.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

Behavioural Remarketing

PDWRA uses remarketing services to advertise on third party websites to you after you visited our Service. We and our third-party vendors use cookies to inform, optimize and serve ads based on your past visits to our Service.

Google AdWords

Google AdWords remarketing service is provided by Google Inc.

You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page:

<http://www.google.com/settings/ads>

Google also recommends installing the Google Analytics Opt-out Browser Add-on – <https://tools.google.com/dlpage/gaoptout> – for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

Security Of Data

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, and have put in place appropriate physical and technical measures to safeguard your Personal Data, we cannot guarantee its absolute security.

Your Rights

PDWRA aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data. Please contact us to make the required changes.

If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please contact us at secretary@pugwelfare-rescue.org.uk. Where you have consented to our processing your Personal Data, you have the right to withdraw such consent at any time, however please note that this will not affect the validity of any processing of your Personal Data up to the date of your withdrawal of consent. In the event you wish to withdraw your consent, please contact us at secretary@pugwelfare-rescue.org.uk.

In certain circumstances, you have the right:

- To access and receive a copy of the Personal Data we hold about you
- To rectify any Personal Data held about you that is inaccurate
- To request the deletion of Personal Data held about you
- To require us to stop processing your Personal Data or object to specific types of processing of your Personal Data (for example where we process your Personal Data for direct marketing purposes).
- Prevent automated decision-making.

You may, in certain circumstances, have the right to data portability for the information you provide to PDWRA. You can request to obtain a copy of your Personal Data in a commonly used electronic format so that you can manage and move it.

If you wish to enforce any of your rights please email us at secretary@pugwelfare-rescue.org.uk. We will respond to your request without undue delay and by no later than one month from receipt of your request, unless a longer period is permitted by applicable data protection laws. Please note that we may ask you to verify your identity before responding to such requests. We may charge you a reasonable fee, where permitted to do so by law, for dealing with your request which we will notify to you.

Complaints

If you are concerned that we have not complied with your legal rights under applicable data protection laws, you may contact the Information Commissioner's Office (www.ico.gov.uk) which is the data protection regulator in the UK, where PDWRA is located. Alternatively, if you are based outside of the UK you may contact your local data protection supervisory authority.

Links To Other Sites

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Notice of every site you visit.

We have no control over and assume no responsibility for the content, privacy notices or practices of any third party sites or services.

Children's Privacy

Our Service does not address anyone under the age of 13 ("Children").

We do not knowingly collect Personal Data from anyone under the age of 13. If you are a parent or guardian and you are aware that your Children has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

Changes to This Privacy Notice

We may update our Privacy Notice from time to time. We will notify you of any changes by posting the new Privacy Notice on this page.

We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this Privacy Notice.

You are advised to review this Privacy Notice periodically for any changes. Changes to this Privacy Notice are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Notice, please contact us:

- By email: secretary@pugwelfare-rescue.org.uk
- By telephone: 07809723894
- By post: 21 ULLSWATER CLOSE, SWINDON. SN3 6LH