PRIVACY POLICY

Dogtastic Doggy Daycare Ltd Last Updated: June 2026

Introduction

Dogtastic Doggy Daycare Ltd ("Dogtastic", "we", "our" or "us") is committed to protecting your privacy and handling your personal information responsibly.

This Privacy Policy explains how we collect, use, store and protect your personal information when you:

- Visit our website;
- Submit an enquiry;
- Register your dog with us;
- Book our daycare services;
- Hire our secure field;
- Use our online booking systems; or
- Otherwise interact with our business.

We process personal information in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Data Controller

Dogtastic Doggy Daycare Ltd is the Data Controller responsible for your personal information.

Address: 113-115 Belvoir Road Coalville Leicestershire LE67 3PH

Email: contact@dogtasticdoggydaycare.co.uk

Telephone: 07897 565111

Information We Collect

We may collect:

- Name
- Address
- Email address
- Telephone number

- Emergency contact details
- Payment information
- Booking history
- Communications and correspondence with us
- Social media profile information where you interact with us through social media platforms

Information About Your Dog

We may collect:

- Dog name
- Breed
- Age and date of birth
- Veterinary practice details
- Vaccination records
- Neutering status
- Medical conditions
- Medication requirements
- Behavioural information
- Feeding instructions
- Emergency treatment information

Information Collected Automatically

When you visit our website we may automatically collect:

- IP address
- Browser type
- Device information
- Website usage information
- Cookie identifiers

through tools such as Google Analytics and website cookies.

How We Collect Information

We collect information when you:

- Complete a JotForm registration form;
- Submit an enquiry via our Contact form;
- Contact us by telephone, email or social media;

- Register through My Pet Walker;
- Make a payment;
- Visit our website; or
- Visit our premises.

How We Use Your Information

We use your information to:

- Provide dog daycare services;
- Manage bookings and customer accounts;
- Communicate with you regarding your dog;
- Contact you in emergencies;
- Process payments;
- Maintain health, vaccination and welfare records;
- Improve our services;
- Manage complaints and incidents;
- Comply with legal obligations;
- Obtain emergency veterinary treatment for your dog where necessary.

Lawful Basis for Processing

We process personal data under one or more of the following lawful bases:

Contract

To provide dog daycare services, training services, secure field bookings and related customer services.

Legal Obligation

To comply with licensing, health and safety, accounting and taxation requirements.

Vital Interests

In emergency situations where it is necessary to protect the health or welfare of a dog in our care.

Legitimate Interests

To operate and improve our business, ensure the safety and welfare of dogs, maintain records, investigate complaints and operate CCTV systems.

Consent

Where required, such as for marketing communications and certain website cookies.

You may withdraw consent at any time.

Payments

Payments for Dogtastic Doggy Daycare Ltd services are primarily managed through the My Pet Walker booking system. My Pet Walker uses Stripe to process payments securely on our behalf.

We may also occasionally accept payments by BACS transfer. Information relating to these payments may be recorded and administered through our accounting software, Sage.

Payments for certain services, including Secure Dog Field bookings, may also be processed through trusted third-party payment providers such as Stripe or PayPal.

We do not store your full payment card details on our systems.

Third-party payment providers process payment information in accordance with their own privacy policies and security standards. We only receive the information necessary to confirm and manage your payment and booking.

Third-Party Service Providers

We use trusted third-party providers to support our business, including:

- Jotform (online forms and registrations)
- My Pet Walker (booking, customer management and payment administration)
- Google Analytics (website analytics)
- CookieYes (cookie consent management)
- Stripe (payment processing)
- PayPal (payment processing)
- BrightHR (employee administration)
- Website hosting providers
- WordPress (website platform)
- Appointment Booking Hour (secure field booking management)
- Sage (accounting and financial record management)
- Contact Form 7 plugin (website enquiries)
- Professional advisers and accountants

These providers only receive the information necessary to provide their services and are required to handle personal data securely.

International Transfers

Some of the third-party service providers we use may process or store personal information outside the United Kingdom.

Where personal information is transferred outside the UK, we take reasonable steps to ensure appropriate safeguards are in place and that personal information continues to receive an adequate level of protection in accordance with UK data protection laws.

CCTV Monitoring

Dogtastic Doggy Daycare Ltd operates CCTV systems at its premises.

CCTV is used for:

- The safety and welfare of dogs in our care;
- The safety of customers, visitors and staff;
- Crime prevention and detection;
- Investigation of incidents, complaints and insurance claims.

CCTV footage may capture images of customers, visitors, staff and contractors.

Access to recordings is restricted to authorised personnel only.

Recordings may be shared with law enforcement agencies, insurers, legal advisers or regulatory authorities where necessary or required by law.

CCTV recordings are normally retained for up to 30 days unless required for the investigation of an incident, complaint, insurance claim or legal matter.

Our lawful basis for processing CCTV footage is our legitimate interests in maintaining safety, security and welfare.

Photography, Video Recording and Social Media

At Dogtastic Doggy Daycare Ltd, we may take photographs and videos of dogs whilst attending daycare, using our secure field, participating in activities, or attending events.

These photographs and videos may be used for:

- Updates to owners regarding their dog's day;
- Internal records and welfare monitoring;
- Marketing and promotional purposes;
- Content shared on our website;
- Content shared on our social media platforms, including Facebook and Instagram;
- Content shared within our customer-only private social media groups.

Where photographs or videos are used for marketing or promotional purposes, we will respect the preferences provided by dog owners during registration and within our customer agreements.

If you have indicated that you do not consent to your dog appearing in photographs or videos used for promotional purposes, we will take reasonable steps to ensure your dog is not featured in publicly shared content.

Please note that whilst we take care to respect customer preferences, it may not always be possible to completely avoid incidental appearances where dogs are photographed in group settings. Where concerns are raised, we will review and remove content where appropriate and reasonably practicable.

You may withdraw or amend your photography preferences at any time by contacting us.

We will never sell photographs, videos or personal information to third parties for marketing purposes without your consent.

Whilst our photography is primarily focused on dogs, images may occasionally include owners, visitors or members of staff in the background.

Photographs and videos may be stored securely on our business devices, social media platforms and cloud-based systems used for business administration and marketing purposes.

Website Analytics and Cookies

We use cookies and similar technologies to improve website functionality and understand how visitors use our website.

We use essential cookies required for the operation of our website and, where consent is provided, analytics cookies to help us understand how visitors use our website and improve its performance.

We use Google Analytics to help us monitor website performance and visitor behaviour.

Google Analytics may collect:

- IP address
- Device information
- Browser information
- Website activity

Where required by law, we will request your consent before placing non-essential cookies.

You can manage cookies through your browser settings.

Data Retention

We retain personal information only for as long as necessary.

Typical retention periods include:

- Customer, booking, dog welfare and vaccination records: up to 6 years after the end of services.
- Financial records: 6 years
- Enquiry forms: for up to 12 months
- CCTV recordings are normally retained for up to 30 days unless required for the investigation of an incident, complaint, insurance claim or legal matter.
- Marketing records: until consent is withdrawn

Marketing Communications

We may occasionally contact existing customers by email, social media group, text message or telephone with information about our services, special offers, holiday availability, events or business updates that may be relevant to them.

You may opt out of receiving promotional communications at any time by contacting us or by following any unsubscribe instructions included within the communication.

We will never sell your personal information to third parties for marketing purposes.

Your Rights

You have the right to:

- Access your personal information;
- Request correction of inaccurate information;
- Request deletion of your information in certain circumstances;
- Restrict processing;
- Object to processing;
- Request transfer of your information;
- Withdraw consent where processing is based on consent.

To exercise any of these rights, please contact us using the details above.

Complaints

If you have concerns about how we handle your personal information, please contact us first.

If your complaint relates to how we collect, use, store or share your personal information, or if you believe we have not complied with our data protection obligations, please clearly state this when contacting us.

Data protection complaints will be reviewed by the Company's Data Controller for data protection within the business.

We will acknowledge receipt of your complaint and investigate the matter as required by applicable data protection legislation.

If you remain dissatisfied, you have the right to complain to the Information Commissioner's Office (ICO). Further information about your rights can be found from the Information Commissioner's Office (ICO) at: www.ico.org.uk

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Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

Any updates will be published on our website and the revised version will take effect immediately upon publication.

Contact Us

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Email: contact@dogtasticdoggydaycare.co.uk

Telephone: 07897 565111

Website: www.dogtasticdoggydaycare.co.uk