**Privacy Statement**

*Last updated: Oct.08, 2016*

Your privacy is important to Rags & Bert’s. We developed this Privacy Statement so you know how we collect, use, disclose, transfer and store your information. Please read through this Privacy Statement to familiarize yourself with our privacy practices.

This Privacy Statement describes the treatment of information Rags & Bert’s collects on the website.

**1. COLLECTION AND USE OF INFORMATION**

A. Personal Information

“Personal Information” is information that identifies a particular individual. When you register on Rags & Bert’s website, register your pet for our services or, sign up for a newsletter, participate in promotional activities, or contact our support personnel, we may collect a variety of Personal Information, which depending on the circumstances may include your name, mailing address, phone number, email address, and payment card information. Your Personal Information may be collected and/or stored by Rags & Bert’s in the UK.

We may use Personal Information about you for the following purposes:

1. **Communications** We may communicate with you, such as to provide you with the products and services you request, to communicate with you about your account or transactions with us, send you offers and promotions for our products and services.
2. **Customer Support** When you interact with our customer support representatives via email, telephone or in person, we may collect Personal Information relevant to the situation, such as your name, mailing address, phone number, email address and contact preferences;
3. **Purchases** If you provide your payment card information on a Rags & Bert’s website or directly on your Rags & Bert’s product, then Rags & Bert’s will use your payment card information and related payment and account information, as well as your name and mailing address if applicable, for the purpose of filling your purchases or collecting payment of recurring fees, if applicable.
4. **Promotions** If you enter into a sweepstakes, contest or similar promotion, we may use the information you provide to administer those promotions. To the extent that the terms and conditions of any such promotion regarding the treatment of Personal Information about you conflict with this Privacy Statement, the terms and conditions of the promotion will control.
5. **Information Posted by Visitors** Rags & Bert’s may make available through certain of our sites’ services (for example, message boards, social media, forums, chat functionality and blogs, among other services) to which you are able to post information and materials. Please note that any information you disclose through such services or otherwise on our sites may become public information, and may be available to visitors to the sites and to the general public. We urge you to exercise discretion and caution when deciding to disclose Personal Information, or any other information, on our sites. WE ARE NOT RESPONSIBLE FOR THE USE OF ANY PERSONAL INFORMATION YOU VOLUNTARILY DISCLOSE THROUGH THE SITES.
6. **Company Use** Rags & Bert’s may use your Personal Information (a) for internal statistical, marketing or operational purposes, including generating sales reports and measuring and understanding demographic, user interest, purchasing and other trends among our customers, (b) to notify you of certain changes to this Privacy Statement, and (c) for any other purposes for which we notify you specifically at the time of collection or as otherwise described in this Privacy Statement or as permitted or required by law, rule, regulation, subpoena or other legal process.

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1. **Server Log Information** We and our service providers use server log information for purposes such as calculating site usage levels, helping diagnose problems with Rags & Bert’s’s servers and administering Rags & Bert’s’s websites. These server logs may include information such as your Internet Protocol (IP) address, browser type, browser language, the date and time of your request, the time(s) of your visit(s) and the web page(s) that you visited. Collecting IP addresses is standard practice on the Internet and is done automatically by many web sites. Please note that we treat IP Addresses, server log files, and related information as Other Information, except where we are required under applicable laws to treat any such information as Personal Information.
2. **Cookies and Other Technology** We may use cookies, pixel tags, web beacons, clear GIF’s or other similar tools on our websites or in our email messages. These technologies help Rags & Bert’s keep track of your movements within our sites, measure the effectiveness of advertisements, and compile aggregate statistics about site usage and response rates. They also help you to more smoothly navigate our websites. In addition, Rags & Bert’s uses Google Analytics as a method of tracking site statistics and user demographics, interests and behaviour on our site. We may also engage one or more third party service providers to serve online advertisements on our behalf. They may use a pixel tag or other similar technology to collect anonymous information about your visits to sites, and they may use that information to target advertisements for goods and services. This information is collected anonymously, in a manner that does not personally identify you. For more information regarding this practice and to opt-out of such collection and use of this information by our third party service providers, please see [Networkadvertising.org](http://www.networkadvertising.org/).

If you do not want information collected through the use of these technologies there is a simple procedure in most browsers that allows you to automatically decline many of these technologies, or to be given the choice of declining or accepting them. In addition, if you reside in a jurisdiction that requires us to obtain your consent to use cookies on our sites then you will have an opportunity to manage your cookie preferences on the sites; except that certain cookies are required to enable core site functionality and you cannot choose to disable those cookies.

We use locally stored objects, also known as Flash cookies, in certain situations where we use the Adobe Flash Player to provide special content such as videos or video clips. Flash uses this technology to remember settings, preferences and usage similar to browser cookies but Flash cookies are not managed through your web browser. [Learn how to manage](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html#117118) privacy and storage settings for Flash cookies.

**2. DISCLOSURE OF INFORMATION**

A. Service Providers

We may use third party service providers to help us operate our business and websites or administer activities on our behalf, such as processing payment card payments. We may share Personal Information about you, including payment card information, with these third parties for the sole purpose of enabling them to perform the services.

B. Other Disclosures

We may disclose Personal Information about you to others if we have your consent to do so in such form of consent as may be required under applicable law. We may also disclose Personal Information about you to others as we believe to be necessary or appropriate: (a) under applicable law or regulation, including laws or regulations outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public authorities and law enforcement officials, including officials outside your country of residence; (d) to assist or support theft investigations involving Rags & Bert’s products or property, (e) to enforce any of our terms and conditions or policies; (f) to protect our operations or those of any of our affiliates and subsidiaries; (g) to protect the rights, privacy, safety or property of Rags & Bert’s, its affiliates and subsidiaries, you, or others; or (h) to permit us to pursue available remedies or limit the damages that we may sustain.

C. Assignment

We may transfer information to an affiliate, a subsidiary, or a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of Rags & Bert’s business, assets, or stock, including, without limitation, in connection with any bankruptcy or similar proceeding.

**3. LINKS, THIRD PARTY SERVICES, AND THIRD PARTIES' PRIVACY PRACTICES**

Our websites, social media channels etc. may contain links to other sites that are not operated by Rags & Bert’s, and our websites may contain services that you can download from third parties. These linked sites, services, and services are not under Rags & Bert’s's control and we are not responsible for the privacy practices or the content of any linked sites, services, and services. If you provide any Personal Information through any third-party sites, services, or services, your transaction will occur on the third party's site, service, and/or application and the information you provide will be collected by, and controlled by, the privacy statement of that third party. RAGS & BERT’S IS NOT RESPONSIBLE FOR THE PRIVACY PRACTICES OR THE CONTENT OF THIRD-PARTY WEB SITES OR THIRD-PARTY SERVICES. We recommend you review the privacy statement of any third parties.

**4. SECURITY**

Rags & Bert’s takes reasonable security measures to help protect against loss, misuse, unauthorised access, and unauthorised disclosure or alteration of the Personal Information under its control.

**5. YOUR CHOICES REGARDING MARKETING CORRESPONDENCE**

We will not share your Personal Information with third parties (other than our affiliates) for the third parties’ marketing purposes unless you opt-in if and when we give you the opportunity to do so. We and our affiliates may use your Personal Information to send you marketing-related correspondence (including emails) related to Rags & Bert’s products or services unless you opt-out of receiving them. To opt out of receiving marketing-related correspondence from Rags & Bert’s and our affiliates, or to withdraw your previously given consent for us to share Personal Information about you with third parties for the third parties' marketing purposes, please email us at gail@ragsandberts.co.uk Please tell us whether you are opting out of receiving marketing-related correspondence from Rags & Bert’s and our affiliates and/or withdrawing your previously given consent to share Personal Information about you with third parties for their marketing purposes.

**6. USE OF WEBSITES, PRODUCTS AND SERVICES BY CHILDREN**

Our products and services are not directed to individuals under the age of 13, and we request that individuals under 13 not provide Personal Information to Rags & Bert’s through any Rags & Bert’s website or through our products and services. If we learn that we have collected the Personal Information of a child under 13, we will take steps to delete the information as soon as possible.

**7. UPDATES TO THIS PRIVACY STATEMENT**

We may change this Privacy Statement from time to time as we add new products and services. You can determine when this Privacy Statement was last revised by referring to the "LAST UPDATED" legend at the top of this page. Any changes will become effective upon our posting of the revised Privacy Statement on our affected website. We will provide notice to you if these changes are material and, where required by applicable law, we will obtain your consent. This notice may be provided by email, by posting notice of the changes on our affected websites or by other means prior to the change becoming effective, consistent with applicable laws.

**8. RETENTION OF PERSONAL INFORMATION**

We will retain your Personal Information for the period necessary to fulfil the purposes outlined in this Privacy Statement unless a longer retention period is required or permitted by law.

**9. REVIEWING/CORRECTING/UPDATING/DELETING INFORMATION; DATA INTEGRITY**

Rags & Bert’s takes reasonable steps to ensure that the Personal Information we collect from you is accurate, complete, and current. You may request access and request that erroneous or inaccurate Personal Information be updated. You may also request that your Personal Information be deleted. Rags & Bert’s will respond promptly to your requests and in any event within 30 days, or in accordance to applicable law. For your protection, we may only implement requests with respect to the Personal Information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We may decline to process requests that jeopardise the privacy of others, are extremely impractical, or would cause us to take any action that is not permissible under applicable laws. Please note that we may need to retain certain information for recordkeeping purposes, and there may also be residual information that will remain in our databases and other records, which will not be removed.

Access, correction or deletion requests can be made as follows:

**Email:**  gail@ragsandberts.co.uk

**Mail:** Rags & Bert’s, 23 Loverock Road, Reading, Berkshire, RG30 1DZ