

PRIVACY AND COOKIE POLICY

Welcome to our Privacy and Cookie Policy.

Rags & Bert's respects your privacy and is committed to protecting your personal data when you interact with <http://www.ragsandberts.co.uk/> or ragsandberts.gingrapp.com and any other online platform operated by Rags & Bert's.

This privacy policy explains how we use any personal information we collect about you when you use this website and any of our online platforms.

By using our site, you confirm that you accept the terms of this policy and that you agree to comply with them. If you do not agree to these terms, you must not use our site.

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1. ABOUT THIS POLICY

1.1 This policy explains when and why we collect personal information about our users, how we use it and how we keep it secure and your rights in relation to it.

1.2 We may collect, use and store your personal data, as described in this Data Privacy Policy and as described when we collect data from you.

1.3 We reserve the right to amend this Data Privacy Policy from time to time without prior notice. You are advised to check our website www.maynardleigh.com regularly for any amendments (but amendments will not be made retrospectively).

1.4 We will always comply with the General Data Protection Regulation (GDPR) when dealing with your personal data. Further details on the GDPR can be found at the website for the Information Commissioner (www.ico.gov.uk). For the purposes of the GDPR, we will be the "controller" of all personal data we hold about you.

2. WHO ARE WE?

We can be contacted at [manager@ragsandberts.co.uk and phone number 0118 207 7788]

3. WHAT INFORMATION DO WE COLLECT?

Personal data, or personal information, means any information about an individual or the dog from which that person or the dog can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you or your dog which we have grouped together follows:

- **Identity Data** includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.
- **Contact Data** includes billing address, delivery address, email address and telephone numbers.
- **Data on the breed, species, medication and health of the dog** including any other relevant information. –
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased or obtained from us.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this site.
- **Profile Data** includes your username and password, purchases or orders made by you, your interests, preferences, and feedback and survey responses.
- **Usage Data** includes information about how you use our site, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does **not** directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific site feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly

identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any **Special Categories of Personal Data** about you this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. Nor do we collect any information about criminal convictions and offences.

4. PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below:

Information	Purpose	Legal basis
Log in information	To ensure that your information is well protected.	To ensure best practices in making sure that your information is protected
Name, telephone number, email address, phone number,	To enable you place an order with us and have a contractual relationship with us, to enable us contact you more easily	To ease contractual relationship between you and us and serve our legitimate interests
Payment details	To enable you make purchases and pay for the services provided	To ease contractual relationship between you and us

5. GOOGLE

5.1 We use Google AdSense Advertising on our website.

5.2 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.co/adwordspolicy/answer/1316548>

5.3 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.

5.4 WE HAVE IMPLEMENTED THE FOLLOWING:

- Remarketing with Google AdSense
- Google Display Network Impression Reporting
- Demographics and Interests reporting
- We, along with third party vendors such as Google use first third party cookies (such as the Google Analytics cookies) and third party cookies (such as the Double-Click 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.

5.5 **Legal basis:** To fulfil our legitimate interests by honouring the contractual obligations between Google and us.

5.6 **Opting out:** You can opt out of the Google advertisements by visiting the Network Advertising Initiative Opt out page or by using the Google Analytics Opt out Browser add on.

6. COOKIES

6.1 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 recognise your browser and capture and remember certain information

6.2 We use cookies to:

- Help us remember and process the items in your shopping cart
- Help us understand your preferences based on previous or current site activity, which enable
- Compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

6.3 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 web browser settings. Since browser is a little different, look at your Browser's Help menu to learn the correct way to modify your cookies.

6.4 If you turn cookies off, some of the features that make your site experience more efficient may not function.

6.5 You can learn more about cookies by using the third party website allaboutcookies.org.

7. HOW WE PROTECT YOUR PERSONAL DATA

7.1 We have implemented generally accepted standards of technology and operational security in order to protect personal data from loss, misuse, or unauthorised alteration or destruction.

7.2 Please note however that where you are transmitting information to us over the internet this can never be guaranteed to be 100% secure.

7.3 For any payments which we take from you online we will use a recognised online secure payment system.

7.4 We will notify you promptly in the event of any breach of your personal data which might expose you to serious risk.

8. WHO ELSE HAS ACCESS TO THE INFORMATION YOU PROVIDE US?

8.1 We will never sell your personal data. We will not share your personal data with any third parties without your prior consent (which you are free to withhold) except where required to do so by law or as set out in the table above or paragraph 8.2 below.

8.2 We may pass your personal data to our internal online platforms such as ragsandberts.gingrapp.com and third parties who are service providers, agents and subcontractors to us for the purposes of completing tasks and providing services to you on our behalf (e.g. to print newsletters and send you mailings). However, we disclose only the personal data that is necessary for the third party to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own purposes.

9. INTERNATIONAL TRANSFERS OF DATA

We shall endeavour not to transfer your personal data outside the United Kingdom and the European Economic Area (EEA).

Whenever we transfer your personal data out of the UK and EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission. For further details, see [European Commission: Adequacy of the protection of personal data in non-EU countries](#).

- Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For further details, see [European Commission: Model contracts for the transfer of personal data to third countries](#).
- Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between the Europe and the US. For further details, see [European Commission: EU-U Privacy Shield](#).

10. HOW LONG DO WE KEEP YOUR INFORMATION?

10.1 We will hold your personal data on our systems for as long as you need to use our services and for as long afterwards as is necessary to comply with our legal obligations. We will review your personal data every year to establish whether we are still entitled to process it. If we decide that we are not entitled to do so, we will stop processing your personal data except that we will retain your personal data in an archived form in order to be able to comply with future legal obligations e.g. compliance with tax requirements and exemptions, and the establishment exercise or defence of legal claims.

10.2 We securely destroy all financial information once we have used it and no longer need it.

11. Your rights

11.1 You have rights under the GDPR:

- a) to access your personal data
- b) to be provided with information about how your personal data is processed
- c) to have your personal data corrected
- d) to have your personal data erased in certain circumstances
- e) to object to or restrict how your personal data is processed
- f) to have your personal data transferred to yourself or to another business in certain circumstances.



11.2 You have the right to take any complaints about how we process your personal data to the Information Commissioner: <https://ico.org.uk/concerns/> 0303 123 1113.

For more details, please address any questions, comments and requests regarding our data processing practices to our email at gail@ragsandberts.co.uk