

Privacy Notice

Background:

The Lodge Vets Ltd understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all our customers, suppliers and staff and will only collect and use personal data in ways that are described here, and in a way, that is consistent with our obligations and your rights under the law.

1. Information about us

The Lodge Vets Ltd is a private Ltd company. The trading addresses are:
64-66 Coleshill Rd, Hodge Hill, Birmingham, B36 8AB
1 Coventry Rd, Coleshill, B46 3BB

Data protection officer: Alan Brookes
Email address: dpo@abcslimited.co.uk
Telephone No:- 07881750536

2. What does this notice cover?

This Privacy Information explains how we use your personal data: how it is collected, how is it held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What is Personal Data?

Personal data is defined by the UK GDPR (General Data Protection Regulation) and the Data Protection Act 2018 (collectively, 'the Data Protection Legislation') as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier.' '(GDPR)'

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

4. What are my rights?

Under GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This privacy notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.
- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.

- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 11 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that you can ask us for a copy of your personal data held by us to re-use with another service or business in many cases.
- h) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

Further information about your rights can also be obtained from the information Commissioner's officer (www.ico.org.uk)

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner Office.

5. What Personal Data Do You Collect?

We may collect some or all the following personal data (this may vary according to your relationship with us)

- Name
- Address
- Email address
- Telephone number
- Payment information
- Information about your preferences and interests
- Any other information required to perform our duties adequately

Our data retention policy details further the information we hold depending on our relationship.

Your personal data is obtained from the following third parties:

- Contractors that you have appointed.
- Suppliers you have contacted that have forwarded your information to us to contact you.

6. How Do You Use My Personal Data?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data may be used for one or more of the following purposes:

- Providing and managing your account.
- Supplying our products and/or services to you. Your personal details are required for us to enter into a contract with you.

- Personalising and tailoring our products and/or services for you.
- Communicating with you. This may include responding to emails or calls from you.
- Supplying you with information by email/or post that you have opted-in to (opt-out at any time by emailing info@lodgevet.co.uk)
- Employment

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email and/or post with information, news and offers to our products and /or services. You will not be set any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

We **do not** use any automated systems or profiling systems for carrying out any data processing.

We **do not** share or sell your information to any third party for marketing purposes.

7. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept under the items listed in our data retention policy which provides details of the data we hold and retain depending on our relationship.

8. How and Where Do You Store or Transfer My Personal Data?

We will only store your personal data within the UK and European Economic Area (the “EEA”) The EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein. This means that your personal data will be fully protected under the GDPR or to equivalent standards by law. Transfers of personal data to the EEA from the UK are permitted without additional safeguards.

We keep regular backups of our data which is stored in the cloud (data centres). These locations may be outside of the locations described above. In this instance, we only use specific contracts and ensure that your personal data has the equivalent protection in these locations as is required by the Data Protection Legislation. All backup data is encrypted.

9. Do You Share My Personal Data?

We will not share any of your personal data with any third parties for any purpose, except in the following circumstances:

In some limited circumstance, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of government authority.

We may if requested by you and with your permission, pass your information to a third party if you have asked us to deliver a service provided by another individual or

company. The information provided will be limited to that which is required for the task that you have asked me us to perform.

If any of your personal data is required by a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations and the third party's obligations under the law.

10. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held) This is known as a "subject access request"

All subject access requests should be made in writing and sent to the email or postal addresses show in Part 11.

There is not normally any charge for a subject access request. If your request is "manifestly unfounded or excessive" (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within two weeks but in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required, up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

11. How Do I Contact you?

To contact us about anything to do with your personal data and data protection, including, to make a subject access request, then please use the following details (FAO Practice Management Team)

Email address: inof@lodgevet.co.uk

Telephone number: 01217832327

Postal Adress: 64-66 Coleshill road, Hodge Hill, Birmingham. B36 8AB

12. Changes to this Privacy Note

We may change this Privacy note from time to time. This may be necessary, for example if the law changes, or if we change our business in a way that affects personal data protection.