



## Privacy and Data Protection Policy

This privacy policy sets out how Kirk's Canine Academy uses and protects any information that you give to us as a client, potential client, website user or subscriber, or in any other context that we may obtain or require information about you.

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it. This policy is effective from 18/05/2018.

### **Committed to ensuring that your privacy is protected**

We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, you can be assured that it will only be used for the purposes intended when it is submitted, and in accordance with this privacy statement.

### **What information we collect and how we collect it**

We receive, collect and store any information you enter on our website or provide to us in any other way (including but not limited to when purchasing our services, when completing background questionnaires as part of purchasing some of our services and when subscribing to our website for updates).

This may include personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile information.

In addition, we/our website provider on our behalf, collect the Internet protocol (IP) address used to connect your computer to the Internet; login details such as e-mail address and password; computer and connection information and purchase history.

We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

### **Why we collect the information we gather**

We collect such Non-personal and Personal Information for the following purposes:

1. To provide and operate the Services we offer;
2. To provide our Users with ongoing customer assistance and technical support;
3. To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;

4. To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we may use to provide and improve our respective services;
5. To comply with any applicable laws and regulations.

#### **How we store and secure your personal information**

Our website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

We also use other well-known business services such as G-Suite by Google, PayPal and Facebook. More information can be found about their respective privacy policies as Data Handlers on their respective websites.

In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard, restrict and secure the information we collect.

#### **How we use, share and disclose your personal information**

We only use the information we gather for the purposes of Kirk's Canine Academy, and specifically only in relation to the purposes for which it was gathered. Your information is never shared with or disclosed to third parties, except where to comply with a common law or statutory obligation.

#### **Data Breach**

The GDPR 2018 has introduced a duty for us to report certain types of data breach to the Information Commissioners Office (ICO) and in some cases to individuals. We will notify the ICO where a breach is likely to result in discrimination, damage to reputation, financial loss, loss of confidentiality or any other significant economic or social disadvantage. Where a breach is likely to result in a high risk to rights and freedoms of individuals, we will notify those concerned directly.

#### **Your rights**

- 1. You have the right to access your files at any time**
- 2. You have the right to have any errors in your information corrected.**
- 3. You have the right to have your data erased.**
- 4. You have the right to object to the processing of your data in certain circumstances (this may restrict our ability to provide you with our services)**
- 5. You have the right to data portability.**
- 6. You have the right to restrict the way your information is processed.**

- 7. You have the right to complain to the Information Commissioner's Office.**
- 8. You have the right to withdraw your information at any time.**

The consequences of failing to provide the information we request may unfortunately preclude you from engaging our services.

#### **Data Protection Controller**

The Data Protection Controller is **Kirk's Canine Academy**. The person implementing our **GDPR policy, and procedures and records management** is **Alistair Kirk, Head Trainer**  
[alistair@kirkscanineacademy.com](mailto:alistair@kirkscanineacademy.com)

#### **Controlling your personal information and withdrawing your consent**

If you would like to: access, correct, amend or delete any personal information we have about you, or if you choose to restrict the collection or use of your personal information you are invited to contact us at [alistair@kirkscanineacademy.com](mailto:alistair@kirkscanineacademy.com).

We will not sell, distribute or lease your personal information to third parties unless we are required by law to do so.

If you believe that any information we are holding on you is incorrect or incomplete, please email us as soon as possible at the above address. We will promptly correct any information found to be incorrect.

#### **Links to other websites**

The Kirk's Canine Academy website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

#### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We may use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs.

We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.