

## Privacy Policy

### Gio and the Dogs

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#### 1. Introduction

Your privacy is important to us. This Privacy Policy explains how Gio and the Dogs collects, uses, and protects your personal information when you interact with our website, services, or communications.

We are committed to handling your data responsibly, securely, and transparently, and only using it for purposes related to providing our services.

By using this website or contacting Gio and the Dogs, you agree to the practices described in this policy.

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#### 2. Data Controller

For the purposes of UK data protection law, the data controller responsible for your personal information is:

Gio and the Dogs

Email: [gio@gioandthedogs.com](mailto:gio@gioandthedogs.com)

If you have any questions about this Privacy Policy or how your data is handled, please contact us using the details at the end of this document.

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#### 3. Information We Collect

Gio and the Dogs may collect personal information when you:

- Contact us through the website contact form
- Email us directly
- Complete training intake forms
- Enquire about or book training services

The personal information collected may include:

- Name
- Email address
- Telephone number
- Address (if required for training services)
- Information about your dog relevant to training

We may also collect technical information automatically when you visit the website, such as:

- IP address
- Browser type and device information
- Pages visited and time spent on the website

This information helps improve website performance and user experience.

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#### 4. How We Collect Your Information

Information may be collected through:

- Website contact forms
- Email communications
- Training intake forms

- Booking enquiries
- Payment or invoicing details

Personal information is only collected when you voluntarily provide it.

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## 5. How We Use Your Information

Your personal information may be used to:

- Provide dog training services
- Respond to enquiries or booking requests
- Communicate with clients regarding appointments
- Send service updates or relevant information
- Maintain records for accounting and legal purposes
- Improve our services and website

Your personal data will never be sold or shared for marketing purposes without your consent.

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## 6. Photos & Videos

During training sessions, photos or videos may be taken for training, record-keeping, or promotional purposes.

Where individuals are identifiable in images or videos, their use for promotional purposes will be based on consent.

Where images or videos do not identify any individual (for example, dog-only content), they may be used for promotional purposes without additional consent.

You have the right to refuse or withdraw consent at any time by informing Gio and the Dogs in writing.

Images and videos will never be used in a way that is misleading or inappropriate.

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## 7. Legal Basis for Processing Data

Under UK GDPR, we must have a lawful basis for processing personal data. Gio and the Dogs processes personal data based on the following lawful bases:

- **Contractual necessity** – to provide the services you request, such as dog training sessions
- **Legitimate interests** – to respond to enquiries, manage bookings, maintain client records, and improve services, provided these interests do not override your rights
- **Consent** – where you have agreed to receive marketing communications or where identifiable images or videos are used for promotional purposes

You may withdraw your consent at any time.

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## 8. Website Analytics

This website uses Google Analytics to collect anonymous information about how visitors use the site.

This may include:

- Pages visited
- Time spent on pages
- Navigation between pages

This information is used only to analyse website performance and improve user experience. Google Analytics does not identify visitors personally.

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## **9. Cookies**

This website may use cookies to improve your browsing experience and analyse website traffic.

Cookies may be used to:

- Understand how visitors use the website
- Improve website performance
- Provide a better user experience

Wix may also place cookies necessary for the website to function properly.

Where required, you will be given the option to accept or reject non-essential cookies when visiting the website.

You can also control cookies through your browser settings.

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## **10. Where Your Data Is Stored**

This website is hosted on the Wix.com platform.

Wix provides the online platform that allows Gio and the Dogs to operate this website and communicate with clients. Your data may be stored through Wix's secure servers and databases.

Client information may also be stored securely within systems used for:

- Invoicing and accounting
- Client records related to training services

Appropriate technical and organisational measures are in place to protect your personal data from unauthorised access, loss, or misuse.

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## **11. Sharing Your Information**

Gio and the Dogs does not share personal information with third parties unless necessary to provide services or required by law.

Information may only be shared in the following circumstances:

- With your explicit consent
  - If a referral to another professional is recommended and you agree
  - Where required to comply with legal obligations
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## **12. Marketing Communications**

Your information will only be used for marketing communications if you have given consent.

You may receive occasional updates about services or relevant information. You can unsubscribe or opt out at any time.

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### **13. How Long We Keep Your Information**

Personal data will only be kept for as long as necessary to:

- Provide our services
- Maintain financial records
- Comply with legal or tax obligations

In most cases, client records are retained for up to 6 years in line with UK legal and accounting requirements.

After this period, information will be securely deleted.

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### **14. Your Data Protection Rights**

Under UK data protection law, you have the right to:

- Request access to the personal data we hold about you
- Request correction of inaccurate information
- Request deletion of your personal data
- Object to certain types of data processing

If you would like to exercise any of these rights, please contact us.

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### **15. Your Right to Complain**

If you believe your personal data has been handled improperly, you have the right to lodge a complaint with the UK data protection authority:

Information Commissioner's Office (ICO)

<https://ico.org.uk>

However, we would appreciate the opportunity to address your concerns first.

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### **16. Changes to This Privacy Policy**

Gio and the Dogs reserves the right to update this Privacy Policy at any time.

Any changes will be posted on this page and will take effect immediately.

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### **17. Contact**

If you have any questions regarding this Privacy Policy or how your data is handled, please contact:

Gio and the Dogs

[gio@gioandthedogs.com](mailto:gio@gioandthedogs.com)