Plenty Paws CIC – Client Privacy Notice

Last updated: 5 November 2026

1. Who we are

Plenty Paws CIC is responsible for deciding how the personal information described in this notice is collected and used. This makes us the "data controller".

For privacy enquiries or to exercise your data protection rights, contact:

Email: enquiringpaws@gmail.com

This notice covers enquiries, client enrolment, service delivery, payments and client communications. Website cookies and any separately agreed filming projects may require additional information.

2. Information we collect

Depending on your enquiry and the services you use, we collect:

- Your name, address, email address and telephone number.
- Emergency contact details and details of other authorised household members.
- Property access instructions, including relevant key, alarm or entry arrangements.
- Information about your dog, including health, behaviour, medication, veterinary details and care needs.
- Enrolment forms, permissions, service agreements and communication preferences.
- Booking records, care notes, incident reports and correspondence.
- Invoices, payment status and relevant transaction information.
- Photographs and videos taken during services.

Information about your dog may form part of your personal information where it is linked to you or your household.

Please avoid providing unnecessary sensitive information about yourself or other people. If we need information about a person's health or disability to make an adjustment, we will explain why and identify the additional legal condition needed to use it.

3. Where information comes from

Most information comes directly from you through Google Forms, email, telephone, text messages, WhatsApp or conversations.

We may also receive relevant information from authorised household members, emergency contacts, veterinary professionals or our team during service delivery.

If you provide someone else's details, please let them know and share this privacy notice with them. We will also provide privacy information directly where required.

4. Why we use information and our lawful bases

We use personal information for the following purposes:

Purpose	Lawful basis
Responding to enquiries, arranging services and managing bookings	Taking steps at your request before entering a contract, or performing our contract with you
Providing agreed care and communicating with you about it	Performing our contract with you

Managing invoices and payments	Performing our contract with you and meeting legal accounting obligations
Coordinating relevant team members, maintaining safety, contacting emergency contacts and managing incidents or complaints	Legitimate interests in providing safe, coordinated services and protecting people, animals and our business
Keeping records needed for legal claims or insurance matters	Legitimate interests in establishing, exercising or defending claims
Providing information where legally required	Legal obligation
Using identifiable photographs or videos for optional public marketing	Consent
Sending optional promotional emails or WhatsApp messages	Consent

Where we rely on legitimate interests, we consider whether the use is necessary and balance our interests against your rights and reasonable expectations.
In an emergency involving a person, we may use or share information where necessary to protect someone's life.

5. WhatsApp, text messages and client groups

We use email, telephone, text messages and WhatsApp to coordinate services and provide updates.
A client or household WhatsApp group may include authorised household members and team members who may provide your dog's care. Group participants can see messages and information shared within the group, including telephone numbers and, depending on settings, profile information.
Please only share information relevant to your dog's care and service arrangements. Sensitive personal matters can be raised privately with us.
We limit team membership to those with a relevant care or operational role and review access when responsibilities change. If you prefer another communication method, please contact us to discuss suitable arrangements.

6. Photographs, videos and marketing

We may take photographs or videos to document care and provide private client updates, relying on our contract or legitimate interests as appropriate.
We seek separate permission before using identifiable client-related photographs or videos for public marketing, including social media. We will not deliberately publish home access details or other confidential information.
Public marketing permission is optional. You can withdraw it by emailing us. Withdrawal does not affect uses that were lawful before withdrawal. We will stop new uses and remove material from channels we control where reasonably practicable, although we cannot guarantee removal of copies already shared by others or recall printed material already distributed.
Identifiable people, particularly children, require separate consideration and appropriate permission. Discounted filming courses have a separate filming agreement.

7. Service information and newsletters

We send information needed to manage your services, such as booking changes, invoices, safety notices and care updates. These communications are separate from optional marketing.

Plenty Paws CIC

Where newsletters or posters promote services, offers or events, we treat them as marketing. We will obtain the relevant permission for promotional emails or WhatsApp messages, and you can opt out at any time by replying or emailing us.
Choosing not to receive marketing does not affect your standard services.

8. Who we share information with

We share relevant information only where necessary, including with:

- Team members involved in providing or coordinating your dog's care.
- Google, for forms, email and associated storage services.
- WhatsApp and communications providers.
- GoCardless, for Direct Debit arrangements and payment processing.
- Veterinary practices, emergency contacts and emergency services when appropriate.
- Accountants, insurers, legal advisers or authorities where needed for a legitimate purpose or legal obligation.

We do not sell your personal information.
Direct Debit bank details are entered directly into GoCardless's payment process. We do not ask you to send full bank details through our enrolment form or client chat. We receive relevant payment administration information, such as payment status.
GoCardless also handles information under its own payer privacy notice.

9. Storage and security

Enrolment information is held electronically through Google Forms. Backup copies are made periodically and kept in paper files at the director's home address.
Other relevant records may be held in email, WhatsApp, invoicing records and the systems used to provide our services.
We are responsible for taking appropriate measures to protect these records, including limiting access, protecting devices and accounts, securing paper files and securely disposing of information no longer needed.
Access instructions are confidential and are shared only where needed for authorised service delivery.

10. International processing

Some technology providers may process personal information outside the UK.
Where our use of a provider involves an international transfer, we must ensure that an appropriate UK transfer mechanism applies, such as UK adequacy regulations or approved contractual safeguards.
You can contact us for information about the countries and safeguards relevant to the systems we use.

11. How long we keep information

We do not keep all information for the same period. We decide retention according to its purpose, legal obligations, relevant insurance requirements and any ongoing complaint, incident or claim.

- **Enquiries:** kept while responding and for any necessary follow-up, then deleted when no longer needed.
- **Client agreements, care records and incident records:** kept during the client relationship and afterwards only for a justified period needed for insurance, complaints or legal claims.
- **Accounting records:** generally kept for six years from the end of the company financial year they relate to, or longer where legally required.

Plenty Paws CIC

- **Access codes and operational access instructions:** removed when access is no longer authorised or needed, unless a specific record is necessary for an incident or dispute.
- **Messages, photographs and videos:** reviewed and retained only while needed for care, an agreed use or another justified purpose.
- **Marketing preferences:** a minimal record may be retained to ensure we respect an opt-out.

A dog's death does not automatically require all records to be deleted or justify keeping them indefinitely.
We review retained information and securely delete, shred or anonymise it when it is no longer required. These principles apply to backup copies as well as main records.

12. Your rights

Depending on the circumstances, you may have the right to:

- Request access to your personal information.
- Have inaccurate or incomplete information corrected.
- Request deletion or restriction of its use.
- Receive certain information in a portable format.
- Withdraw consent where we rely on it.

You also have the right to object to uses based on legitimate interests. You can object to direct marketing at any time, and we will stop using your information for that purpose.
These rights are subject to legal conditions and exceptions. For example, we may need to retain some records to meet accounting obligations or deal with legal claims.
Contact enquiringpaws@gmail.com to make a request.

13. Information needed to provide services

Some information is necessary to arrange and safely provide services, including contact details, relevant care information and agreed access arrangements.
If you do not provide necessary information, we may be unable to accept or continue a booking. We will explain this where relevant.
Optional marketing consent is not required to receive standard services.

14. Complaints

Please contact us if you have concerns about how we handle your information.
You also have the right to complain to the Information Commissioner's Office, the UK data protection regulator:
www.ico.org.uk/make-a-complaint/

15. Changes to this notice

We will review this notice when our practices change and provide an updated version where appropriate. Significant changes affecting existing clients will be brought to their attention.

Plenty Paws CIC