



# Ripleys Australian Labradoodles

## **PRIVACY NOTICE**

We take your privacy very seriously and we ask that you read this privacy notice carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how to contact us and supervisory authorities in the event you have a complaint.

## **WHO WE ARE**

Ripleys Australian Labradoodles collects, obtains information about you when you use our website, when you send an email or contact using our puppy enquiry form. When we do so we are regulated under the General Data Protection Regulations (GDPR) which applies across the European Union (including the United Kingdom) and we are responsible as 'controller' of that personal information for the purposes of those laws.

## **THE PERSONAL INFORMATION WE COLLECT AND USE**

The information provided by yourself is used to process an enquiry or application you have made for a puppy. Further information is used by Ripleys Australian Labradoodles to make you aware of updates regarding matings and litter information. Our Ripleys puppy contact will retain your details and these details will be held for as long as necessary for related and relevant support. In order for us to verify your identity in accordance with the latest regulations surrounding Anti-Money Laundering you will be required to provide personal information (name, address, contact details etc).

We use the information you provide for the following purposes;

- Money laundering checks, identification checks and validation
- Updating and enhancing our records
- Analysis to help us manage our business
- Statutory returns
- Legal and regulatory compliance
- Marketing

Please note that our work for you may require us to give information to third parties such as credit reference agencies, professional advisers, government departments or other third parties. Where appropriate we will have sought their confirmation that they are compliant with GDPR. Further, by providing telephone, fax and email details, you consent to us contacting you using that method. You have the right at any time to request a copy of the personal information we hold on you. Should you wish to receive a copy of this, or would like to be removed from our databases, please contact us at [ripleyslabradoodles@gmail.com](mailto:ripleyslabradoodles@gmail.com)

How long your personal data will be kept:



We will not retain your personal information longer than necessary, generally this will be seven years from the date of purchase or until the contract between us is completely fulfilled, whichever is the earlier.

Reasons we can collect and use your personal information:

Primarily we rely on our contractual relationship as the lawful basis on which we collect and use your personal data. Sometimes we must process your personal data to comply with a common law or statutory obligation or the processing is necessary for our legitimate interests.

## **YOUR RIGHTS**

Under GDPR you have a number of important rights usually free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use your use personal information
- access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address
- require us to correct any mistakes in your information which we hold

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- require the erasure of personal information concerning you in certain situations
  - receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
  - object at any time to processing of personal information concerning you for direct marketing For further information on each of those rights, including the circumstances in which they apply, visit

<https://ico.org.uk/concerns>

If you would like to exercise any of those rights, please:

- email, call or write to us
- let us have enough information to identify you (*e.g. name, address*),
- let us have proof of your identity and address (a copy of your driving licence and a recent utility bill), and
- let us know the information to which your request relates

If you would like to unsubscribe from any email newsletters or marketing you may receive from us you will also be able to click on the 'unsubscribe' button contained in it.

## **KEEPING YOUR PERSONAL INFORMATION SECURE**



We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

I cannot be held responsible for the privacy policies and practices of other sites even if you access them using links from our website. The information we collect from you is stored on computers and servers based in the UK. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted to our site; any transmission is at your own risk.

## **HOW TO COMPLAIN**

We hope that we can resolve any query or concern you raise about our use of your information.

GDPR also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

## **CHANGES TO THIS PRIVACY NOTICE**

This privacy notice was last updated on 01 March 2024.

We may change this privacy notice from time to time. You should check with us occasionally to ensure you are aware of the most recent version.

## **HOW TO CONTACT US**

Please contact us if you have any questions about this privacy notice or the information, we hold about you by email [ripleyslabradoodles@gmail.com](mailto:ripleyslabradoodles@gmail.com)