

FLOOFS AND FRIENDS DATA MANAGEMENT POLICY (GDPR)

Introduction

Floofs and Friends needs to gather and use certain information about individuals. This can include clients, contacts, employees and other people the organisation has a relationship with or may need to contact.

This policy describes how this personal data must be collected, handled and stored to meet the organisation's data protection standards and to comply with the law.

This data management policy ensures Floofs and Friends:

- complies with data protection law and follows good practice
- protects the rights of clients, staff and partners
- is transparent about how it stores and processes individuals' data
- protects itself from the risks of a data breach

Data protection law

The UK General Data Protection Regulation (GDPR) applies in the UK. It outlines that personal data must be:

- Processed lawfully, fairly and in a transparent manner in relation to individuals.
- Collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes. Further processing for archiving purposes in the public interest, scientific or historical research or statistical purposes shall not be considered to be incompatible with the initial purposes.
- Adequate, relevant and limited to what's necessary in relation to the purposes for which they're processed.
- Accurate and, where necessary, kept up to date.
- Protected – every reasonable step must be taken to ensure that personal data that's inaccurate, having regard to the purposes for which they're processed, is erased or rectified without delay.
- Kept in a form that permits identification of data subjects for no longer than is necessary, and for the purposes for which the personal data is processed (personal).
- Stored for longer periods. For example, the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes. This will also be subject to implementation of the appropriate technical and organisational measures required by UK GDPR in order to safeguard the rights and freedoms of individuals.
- Processed in a manner that ensures appropriate security of personal data. This includes protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.
- Managed by a controller responsible for , and be able to demonstrate, compliance with the principles.

People and responsibilities

Everyone at Floofs and Friends contributes to compliance with UK GDPR. Key decision-makers must understand the requirements and accountability of the organisation to prioritise and support the implementation of compliance.

Ellie Coldham, Business Owner , manages the currentness of compliance and all pet sitters report potential issues to her as soon as possible.

These responsibilities should include (but are not necessarily limited to):

- Keeping management and the board updated about data protection issues, risks and responsibilities.
- Documenting, maintaining and developing the organisation's data protection policy and related procedures, in line with agreed schedule.
- Embedding ongoing privacy measures into policies and day-to-day activities, throughout the organisation. The policies themselves will stand as proof of compliance.
- Sharing the policy across the organisation, and arranging training and advice for staff.
- Dealing with subject access requests, deletion requests and queries from clients, stakeholders and data subjects about data protection related matters.
- Checking and approving contracts or agreements with third parties that may handle the organisation's sensitive data.
- Ensuring all systems, services and equipment used for storing data meet acceptable security standards.
- Performing regular checks and scans to ensure security hardware and software are functioning properly.
- Evaluating any third party services the company is considering using to store or process data, to ensure their compliance with obligations under the regulations.
- Developing privacy notices to reflect a lawful basis for fair processing, ensuring that intended uses are clearly articulated. This will also ensure that data subjects understand how they can give or withdraw consent, or exercise their rights in relation to the company's use of their data.
- Ensuring that audience development, marketing, fundraising and all other initiatives involving processing personal information and/or contacting individuals abide by the UK GDPR principles.

Data Protection Officer (DPO), the person responsible for fulfilling the tasks of the DPO in respect of Floofs and Friends is Ellie Coldham, Business Owner.

Scope of personal information to be processed:

1. The scope of the data you process:

- names of clients and their pets
- postal addresses of clients
- email addresses
- telephone numbers
- online identifiers
- any other information relating to individuals: vet address, situation with the key and where required, bank details for payment purposes.

2. Where the data is collected from and stored:

All data is collected and stored on Wix with some details confirmed through private messages via text where accordingly. For those who agreed to our newsletter, all relevant data (name and address) is stored on Mailerlite.

Third-party policies:

Wix's GDPR policy [here](#)

Mailerlite's GDPR policy [here](#)

3. How is data maintained accurately:

Data is confirmed and checked on the meet & greets and further bookings where necessary. For clients who no longer work with us after 6 months will have their details deleted from the system but those with accounts must deactivate their account themselves. The details kept is the date and price of the booking for tax purposes. Please read our Privacy Policy and Cookies Policy for our regulations more in-depth.

If you have any security concerns, please contact Ellie Coldham at floofs.and.friends@gmail.com who would be able to support you further.

Updated: 21/08/2026