

FLOOFS AND FRIENDS PRIVACY NOTICE

This Privacy Notice is applicable to customers of Floofs and Friends (workers and self-employed workers), including current, former, potential customers, users and recipients of a product or service offered by us, visitors to our official websites or stores or members of our loyalty programs or communities.

What is personal data?

Personal data is any kind of information that can be directly or indirectly attributed to you. Examples of personal data are name, address, e-mail address, telephone number, payment information and booking order. Usage history, IP address, member ID are also examples of personal data, so can be other types of information you provide when contacting our customer service.

Who is responsible for processing your personal data?

Floofs and Friends is responsible for the processing of your personal data is dependent on the purpose for which your personal data is collected.

When can we process your personal data?

We are not allowed to collect, process, use or store personal data without a valid lawful basis. Lawfulness may be derived from the following basis:

- **Consent:** When you give us your consent, we will process your personal data for the specific purpose you have consented to. This basis is for example used when you request us to send you one of our newsletters with offers and style updates.
- **Contract:** When making products and services available to you we will process your personal data necessary for fulfilment of a contract (such as purchase agreement) with you and to fulfil any obligations derived from that contract.
- **Legitimate Interest:** We may process your personal information when necessary for our legitimate interests and when these interests do not outweigh your own rights and interests. This covers processing for purposes such as our customer service support, improving or developing our products and service, and security purposes including fraud prevention.
- **Legal requirement:** Whenever the processing of your personal data is necessary for us to fulfil our legal obligations.

How do we process your personal data and why?

Depending on how you interact with us or what type of service you are using we will process your personal data for the following purposes:

Online Booking:

Purpose of processing

- To be able to process your service order and handle payment transactions (including Klarna credit when applicable).
- To be able to manage your bookings: rescheduling, cancelling or booking in a secure and effective manner and to be able to notify you of the details and the status of such matters when requested.
- To be able to deliver and follow-up requested services including discount codes on website or App, identify and contact you when needed.

Type of personal data

- Contact information (e.g. phone number, email address, delivery address)
- Pet's information (e.g. vet's address, names and breed)
- Member ID (when applicable) and transactional data
- Payment data

Lawful basis:

When making products and services available to you we will process your personal data necessary for fulfilment of a contract with you and to fulfil any obligations derived from that contract necessary for fulfilment of a contract with you and to fulfil any obligations derived from that contract, whether the contract refers to a booking order and payment, or the use of other services provided by us or by third parties.

Retention time:

We will keep and process your personal data no longer than necessary for us to perform our contractual and consumer obligations.

Marketing and Promotions

- To be able to generate and distribute marketing materials, such as newsletters, including pet(s) gifts, discount codes and booking recommendations and push notifications, through multiple communication channels.
- contact information (e.g., phone number, email address, delivery address)

- Member id (if applicable)
- IP address
- Pet's information (e.g. pet's date of birth, names and breed)

Lawful basis:

We will ask for your consent regarding marketing that is based on cookie data or other tracking technologies and newsletter distribution. When sharing your personal data with Advertising Partners for the purpose of. If you're a member, account holder or a subscriber you may hear from us in other channels, such as social media. For this process we rely on our legitimate interest as a business to promote our marketing to you.

Retention time:

We will process your data no longer than necessary to provide you with marketing and promotions. We will cease processing your data for marketing purposes once you have closed your customer account or membership and/or actively reject further marketing communication from us. For any other purpose referred to herein, the process of your personal data is based on our legitimate interest as a business.

Retention time, continued:

We keep and continue to process your personal data for as long as necessary to fulfil the membership agreement. You have the right to terminate your membership at any time. If you choose to do so, your membership will cease to exist, and your personal data will be deleted. We will keep your personal data for a longer period of time if there are any legal requirements or if there is an ongoing dispute.

My Account:**Purpose of processing**

- To be able to create and administrate your account, such as identify and certify you as the user of the account.
- To be able to make your purchase information and history available to you and to bring you a personalized account experience and granted services.
- To be able to locate and authenticate your account.

Type of data

- Contact information such as name, e-mail address and telephone number
- Pets' Date of birth and registered vet's information
- Purchase history
- User-generated data (e.g. purchase, click and browsing history).

If you have signed-up to receive marketing and promotions, we will use your account data to make the marketing you receive from us more relevant to you.

Lawful basis:

We will process the information provided to complete the bookings.

Retention time:

We keep and continue to process your personal data for as long as necessary to fulfil the account. You have the right to terminate your account at any time. If you choose to do so, your account will cease to exist, and your personal data will be deleted. We will keep your personal data for a longer period of time if there are any legal requirements or if there is an ongoing dispute

Customer Service:**Purpose of processing**

- To be able to manage your questions and to provide technical support to improve customer experience.
- To be able to contact you, if needed, through email, telephone, social media, or any other means in response to your enquiries regarding booking questions.

Type of personal data

- Contact information such as name, e-mail address and telephone number Member id and interaction log
- User generated content, such as emails and chat transcript
- To resolve your case, we may also need to access and use transaction data such as order, payment, and delivery information.

Lawful basis:

The processing of your personal data to provide you with the best possible Customer Service is based on our legitimate interest as a business.

Retention time:

We will use your personal data no longer than necessary for making the account available to you. Personal data solely collected and used for the purpose of providing you with an account will be erased upon termination.

Competitions & Events

Purpose of processing Type of personal data

- To be able to administrate and follow up on competitions and events, such as confirming participation, contact winners, deliver, and follow up on prize deliveries, reach out to you with relevant information about the competition and/or event and grant you access to the venue where the event is held.
- To be able to market our events improve our services, marketing, customer relationships and experiences and to plan better future events and attendee experience.
- Information submitted in the contest
- Photo/video - We sometimes film and photograph at our events, and the content will be used to market our services and to promote future events on our website, social media channels and in marketing materials. We will also use the content for internal use. Please notify us if you wish to not be photographed.

Lawful basis:

The processing of your personal data in order to make a competition or an event available to you is based on our **legitimate interest** as a business.

Retention time:

We will keep your personal data for as long as necessary for us to fulfill the purposes mentioned above and to fulfil any legal obligations connected.

Business Development & Analytics

Purpose of processing

- To be able to evaluate, develop and improve our products, services, customer experience, supply chain and store premises. This includes analysis to make our services more user- friendly, such as modifying the user interface to simplify the flow of information or to highlight features that are commonly used by our customers.
- To be able to reach out to you to respond to enquiries and surveys. In such case, any personal data used and obtained from you will only be processed for the specific purpose described therein.
- To be able to collect statistics, by using anonymisation techniques, turn personal data into anonymised (non-personal data), via your smart devices to gain better insights on how to operate our stores, such as optimized assortment, floor space and staff utilisation.

Type of personal data

- Delivery address
- Purchase history
- Customer number
- Booking number
- Payment information
- User-generated data (eg purchase, click and browsing history).

Lawful basis:

The processing of your personal data for the purpose to develop and improve our services and products, based on our **legitimate interest** as a business.

Compliance with Laws:

Purpose of processing

- To comply with certain legal obligations. In order to comply with local law, we are obliged to process certain personal data, such as incomes and mileage.

What type of personal data we process are stipulated by the applicable law.

Lawful basis:

Unless there is a specific **legal obligation**, the processing of your personal data for security and safety purposes is based on our **legitimate interest**.

Retention time:

The data retention time will vary depending on the purpose, context and specific legal requirements.

Content shared by you

Purpose of processing

- To be able to provide you with a service for customer engaged marketing.
- To be able to share your photos and/or videos on our official websites, in our stores, on our social media pages and in other promotional channels.

Type of personal data

- Photo
- Video

- Username

Retention time:

We will keep your username and generated content for 24 months from the date of posting. If you want to remove the content, please go to the photo/video where its published by Floofs and Friends and contact us. Please note, by hashtagging/tagging your picture or video clip you voluntarily share the content and other personal data with Instagram or other social media platforms. This relationship is outside of Floofs and Friend's control and a matter between you and the social media service provider.

Where and with whom do we share your personal data?

Your personal data is available and accessible only by those who need the data to accomplish the intended processing purpose. We may share your personal data within Floofs and Friends, with sub-contractors. We reserve the right to transfer any personal data we have about you in the event that we merge with or are acquired by a third party, undergo other business transactions such as a reorganisation, or should any such transaction be proposed.

What are your rights?***Right to access:***

Data protection is a fundamental right, and you have several rights in accordance with applicable data protection legislation. These rights are: You have the right to request information about the personal data we hold on you at any time.

Right to portability:

Whenever we process your personal data, by automated means based on your consent or based on an agreement, you have the right to get a copy of your data transferred to you or to another party. This only includes the personal data you have submitted to us.

Right to rectification:

You have the right to request rectification of your personal data if the information is incorrect, including the right to have incomplete personal data completed.

Right to erasure:

You have the right to erase any personal data processed by us at any time except for the following situations:

- you have an ongoing matter with Customer Service
- you have an open order
- you have an unsettled balance with us
- if you have made any purchase, we will keep your personal data in connection to your transaction for book-keeping purposes

Right to restriction:

You have the right to request that we restrict the processing of your personal data under the following circumstances:

- if you object to a processing based on our legitimate interest, we will restrict all processing of such data pending the verification of the legitimate interest.
- if you have claimed that your personal data is incorrect, we must restrict all processing of such data pending the verification of the accuracy of the personal data.
- if the processing is unlawful, you can oppose the erasure of personal data and instead request the restriction of the use of your personal data instead
- if we no longer need the personal data but it is required by you to defend legal claims.

Right to withdraw your consent

For each processing purpose you have given us your consent, you have the right to withdraw your consent at any time. If you do so, we will stop the processing of your personal data for that specific purpose. If you, however, continue to receive marketing communication from us displayed in your social media feed or web browser, this is a matter entirely between you and your platform provider.

You can revoke your consent or object from further marketing communication by the following means:

- following the instruction in each marketing post
- by editing the settings of your account
- configure the privacy settings on your social media account or browser
- contact Customer Service
- disable your account and/or membership/loyalty program

Right to object to processing based on our legitimate interest

You have the right to object to processing of your personal data that is based on our legitimate interest. We will not continue to process the personal data unless we can demonstrate legitimate grounds for the process which overrides your interest and rights or due to legal claims.

How do you exercise your rights?

If you have an account or are a member of a program, you can exercise your right to access, portability and rectification under your account pages, where you also can delete your account.

You can contact us at any time if you have any questions regarding our privacy policy or the processing of your data: floofs.and.friends@gmail.com.

Right to complain with a supervisory authority:

If you do not like how we have handled your data, please inform Information Commissioner's Office (ICO).

Updates to our Privacy Notice:

We may need to update our Privacy Notice. The latest version of our Privacy Notice is always available on our website: www.floofsandfriends.co.uk